LIFE



STYLISH COTTON

MAY 8, 1939 10 CENTS

REG U S PAT OFF



THIS THURSDAY NIGHT...

Tune in on **"Tune-Up Time"** featuring Walter O'Keefe... Andre Kostelanetz' Orchestra . . . Kay Thompson and Rhythm Singers... Columbia Broadcasting System, 9 P. M., E. S. T. (10 P. M. Daylight Time).

"What's this about Spring tune-up, Mac? Am I missing something?"

"What do you mean by 'tune-up,' Mac?" asked Mr. Kent.

"A tune-up will help you get the most out of your engine and your gasoline this summer. It isn't expensive. We simply check up and readjust the engine to factory specifications. You see, every engine gradually works itself out of adjustment so that you waste gas and power even though you don't realize it!"

"Well, if that's all it is, go ahead and tune-up my motor."

"Right! What grade of gas are you using?"

"What's gasoline got to do with it?"

"Plenty! You know what the spark adjustment is, don't you? That's the adjustment under the hood that controls engine performance."

"Go on. I'm following you."

"Well, the closer I advance your spark to the point of top performance, the more power and mileage you should get. But I can't advance it any farther than the anti-knock quality of the gas in your tank permits—because then the engine will 'knock' or 'ping.' That will *waste* fuel and power just as surely as a retarded spark."

"In other words—the better the gas, the better the tune-up and the better the performance?"

"That's it. Different grades of gasoline give you different grades of performance, depending on the grade you use and the spark setting."

Mr. Kent chose *first-grade* performance. The chart at the right will help you choose the performance *you* want.

Do you know what oil companies are doing to make cars run better?

Oil companies the world over are now using tetraethyl lead to improve the anti-knock quality of their gasolines. This enables car-owners to take advantage of the higher compression engines built by the automobile industry in recent years.

Tetraethyl lead is a liquid that completely mixes with and improves gasoline. It raises the anti-knock quality of any motor fuel. It is the active ingredient of the anti-knock fluids made exclusively by the Ethyl Gasoline Corporation, New York.

Buy "leaded" gasoline.



YOU HAVE THESE 3 CHOICES OF CAR PERFORMANCE



BEST PERFORMANCE—with gasoline marked "Ethyl" on the pump or globe. It is highest in anti-knock and all-round quality. Contains enough tetraethyl lead so that your engine's spark can be *advanced* closest to the point of maximum power and economy without "knock" or "ping."



GOOD PERFORMANCE—with "regular" gasoline, which permits the spark to be considerably advanced without "knock" or "ping." Most "regular" gasolines now contain tetraethyl lead, as shown by the "Lead" signs on the pumps.



POOR PERFORMANCE—with low-grade gasoline, poor in anti-knock quality. With low-grade gasoline in a modern car, the engine's spark must be *retarded*—which means *loss* of power and economy.

COPYRIGHT 1939. ETHYL GASOLINE CORPORATION

ETHYL GASOLINE CORPORATION, *manufacturer of anti-knock fluids used by oil companies to improve gasoline*

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DRIVE IT ...and you'll want to own it!

It's the LIVELIEST of all low-priced cars!

No other car combines all these famous features:

EXCLUSIVE VACUUM GEARSHIFT

NEW AERO-STREAM STYLING, NEW BODIES BY FISHER

NEW LONGER RIDING-BASE

85-HORSEPOWER VALVE-IN-HEAD SIX

PERFECTED HYDRAULIC BRAKES

NEW "OBSERVATION CAR" VISIBILITY

PERFECTED KNEE-ACTION RIDING SYSTEM with Improved Shockproof Steering *(Available on Master De Luxe models only)*

TIPTOE-MATIC CLUTCH

CHEVROLET

It out-accelerates, out-climbs and OUTSELLS all other cars in its price range

Seeing is believing . . . *driving is deciding* . . . Chevrolet is the car for you!

Take that as a friendly challenge to your own human desire to get "all that's *best* at lowest cost," and proceed to *drive home the truth* of Chevrolet's livelier performance in one eye-opening, pulse-quickening, mind-convincing turn at the wheel!

Drive it—and prove to yourself Chevrolet out-accelerates all other cars in its price range—bar none!

Drive it—and prove to yourself Chevrolet out-climbs all others, wherever high hills call for a show of power!

Drive it—and prove to yourself Chevrolet is *the liveliest of all low-priced cars,* just as it's the outstandingly safe, comfortable and economical car for you and your family.

Drive it *and you'll want to own it,* so please do yourself the favor of taking a trial ride without any obligation—*today!*

CHEVROLET MOTOR DIVISION, *General Motors Sales Corporation,* DETROIT, MICHIGAN

General Motors Instalment Plan—convenient, economical monthly payments. A General Motors Value.



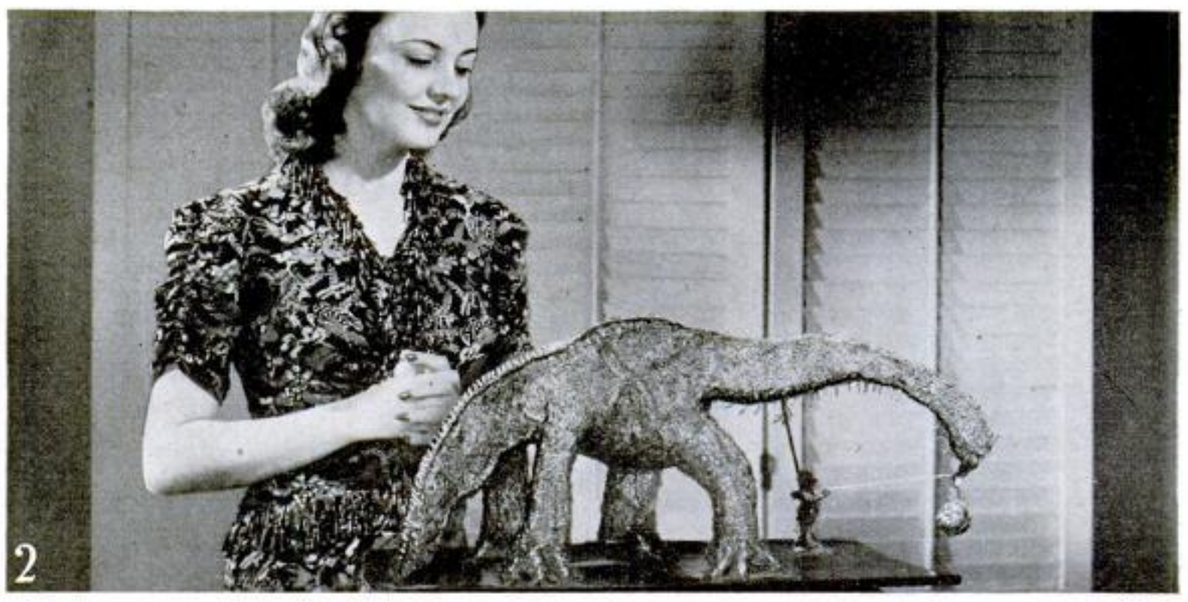
CHEVROLET

The only low-priced car combining "ALL THAT'S BEST AT LOWEST COST!"

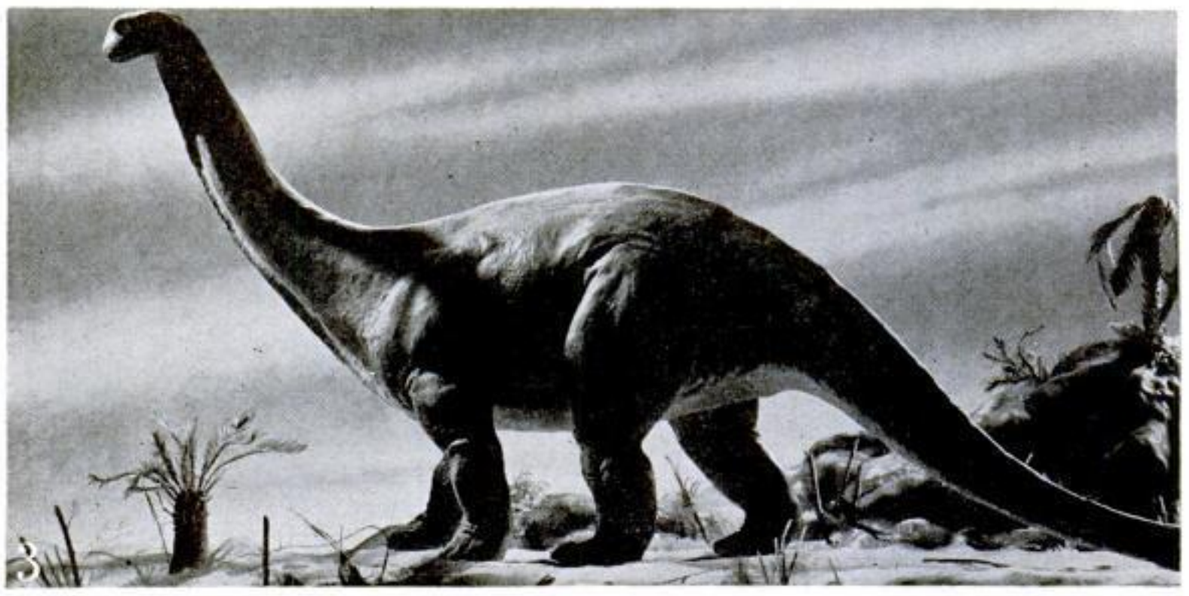
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Andrea Leeds, Gary Cooper's leading lady in Samuel Goldwyn's forthcoming production, "The Real Glory", is . . .



. . . pictured admiring the wire dinosaur made by Berthold Ordner, who is totally blind. This unique work has been purchased by Sinclair to add to its collection of . . .



. . . model dinosaurs. Sinclair uses dinosaurs to symbolize the fact that Sinclair Opaline and Sinclair Pennsylvania Motor Oils are expertly refined from oldest crudes. That's why you'll find . . .



. . . these oils stand up better and last longer in your car. Ask for them at your nearby Sinclair dealer. And ask him, too, about his special Sinclair-ize for Summer service. It makes your car safer for hot weather driving.

LETTERS TO THE EDITORS

"I Refuse"

Sirs:

Heartiest congratulations to LIFE for its most illuminating survey of the debate between columnists on our present international crisis; also for its clear and concise comparison between the lives of three of our average trans-oceanic neighbors (LIFE, April 24). In the same breath, however, profoundest condemnation to LIFE, columnists, and others for ignoring the most pressing question of the day.

How does American Youth feel toward the present crisis? What percentage of the youth of the nation is willing for us to become actively involved? Will American Youth *go* abroad to fight another war?

The facilities of the Gallup poll and of the FORTUNE poll are presumably at the command of all of us to determine the state of public sentiment on any question of vital public interest. What question could possibly be of more vital interest than this? Should not we, the young men of this nation, be consulted before guns are thrust into our hands, gas masks hung about our necks, and propaganda rammed down our throats?

We are lauded as "the flower of our country," "the salvation of our nation," and "the perpetuators of a great democracy." And for what? Merely so that sniveling Congressmen, grasping Industrialists, and an irate President can arouse our "patriotic instinct" to the point where we shall be willing to commit mass suicide for the preservation of their public dignity.

I am not an isolationist, I am not a coward. But I *am* against war, and especially against a war by which this country could not possibly profit. In plain, unvarnished terms, I *refuse* to fight abroad! I believe that the Maker who created me destined me for a future far more worthwhile than that. If I am to be blown to bits, let it be in an explosion that shall only slightly retard the completion of some great engineering feat. If I am to be gassed, let it be in a laboratory while helping to perfect a cure for some obnoxious disease. And if I am to wallow in the mud, let it be in the mud of Stygian darkness which precedes the discovery of some great scientific light.

True, I am not a genius to preserve in a glass cage. But I do feel that in my own puny way I shall be worth far more to humanity by staying out of the trenches and keeping myself from being the target of some foreign sharpshooter.

Before the bigwigs of our nation place our heads within a noose, let them determine just how many of *us* are willing to preserve *their* dignity.

I do not believe myself to be a radical, nor to possess a perverted or distorted mind in any sense. I am merely one of thousands of 24-year-old young men who hate war and who I believe would refuse, as I refuse, to fight for any cause on foreign soil. If this is a truly democratic country, let us all raise our voices in protest and refusal to be used as pawns in the game of International Politics. We are living human beings, possessed of ideas, ideals, and desires which we believe entitle us to go to a greater reward than that of glorious annihilation.

ARTHUR W. DUNLAP

Dayton, Ohio

Langley Field

Sirs:

I wish to congratulate the editors of LIFE on the splendid presentation of the material about Langley Field (LIFE, April 17) and to express our appreciation for their painstaking efforts in the interest of accuracy. We have heard nothing but favorable comment on this story.

J. F. VICTORY, Sec.

National Advisory Committee for Aeronautics
Washington, D.C.

(continued on page 4)

CANADA
calls you
TO A COOL
UNCROWDED
HOLIDAY



JOIN us this year in Canada, land of a thousand vivid playgrounds; see Canada en fete for the colourful, history-making Royal Visit of Their Majesties, the King and Queen, May 15th to June 15th. Great National Parks, tonic seashores, silver lakes, mighty forests, vivid cities, gay resorts; there's a spot for *everyone*; scope for *every* activity. Send for your copy of "Canada Calls You", brilliant travel book with hundreds of action pictures, coloured maps and breezy descriptions of Canada's outstanding holiday opportunities. Mail the coupon below.

CANADIAN
TRAVEL BUREAU
OTTAWA CANADA



MAIL THIS

Canadian Travel Bureau, Ottawa, Canada
☐ Please send me free copy of your 60-page illustrated book about vacationing in Canada
☐ Please send information on
district, province of.....
Name.....
Address.....
.....*State*.....
AP-339

LIFE is published weekly by TIME Inc., 330 East 22nd Street, Chicago, Ill. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill., under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions $4.50 a year in U. S. A. and Canada.

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IPANA PRESENTS

How do *You* Rate Yourself?

Of course you're informed on modern oral hygiene—but *how well* are you informed? Here are six questions designed to test your knowledge of TEETH and GUMS. YOU *should* score 100—for the sake of your smile!



If you dined out with a modern dentist, he would probably approve your choice of one of these—for your smile's sake:

Scalloped Salmon
Celery and Apple Salad
Welsh Rabbit
Chicken à la King

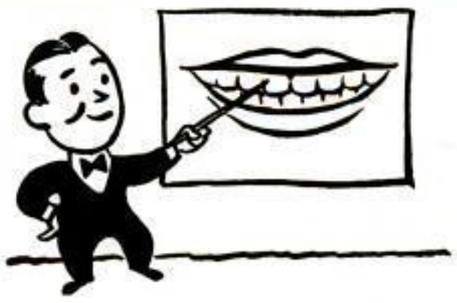
Because today's creamy, soft-food dishes tend to deprive our gums of the hard, vigorous chewing that they need, many dentists suggest regular gum massage with Ipana Tooth Paste. This arouses circulation in the tissues, tends to make them firmer, healthier. The answer: Celery and Apple Salad—to give gums more work.



Which of the following has made this important warning, "Never ignore 'Pink Tooth Brush'!", its own?

The National Safety Council
The town of Pink Tooth Brush, No. Dakota
Bureau of Industrial Research
Ipana Tooth Paste

This warning cannot be over-emphasized, since that first tinge of "pink" on your brush may be a sign of trouble to come. Generally, however, it merely means that your gums have become weak and tender from lack of exercise. To help combat this, many modern dentists suggest Ipana with massage. Answer: Ipana Tooth Paste.



Those eight central front teeth, whose condition can make or mar the attractiveness of your smile, are called:

Canines Bicuspids
Wisdom
Clavicles Incisors
Ulna

These teeth, so vital to a bright, winning smile, are even more important for the work they do—cutting our food into smaller, more "chewable" pieces. Help your dentist to make your gums firmer, *all* of your teeth sounder, your smile more sparkling—for a winning smile is a priceless possession. The answer: Incisors.



Which one of these is a false statement?

There are 32 teeth in a full adult set.
A bright smile is a wonderful introduction.
Many modern dentists doubt the connection between the health of the gums and strong, sound teeth.
Ipana is the largest-selling tooth paste in the United States.

No profession has made greater strides forward than dentistry. In research, America's dentists lead the world. Today's dentists know that sound, sparkling teeth usually depend upon healthy gums. The false statement is: Many modern dentists doubt the connection between the health of the gums and strong, sound teeth.



One of these new types of "homework" is apt to benefit today's school children most in future years:

Metal Working
Conversational French
Target Practice Gum Massage
Modeling in Clay

In most good schools—thanks to modern teachers—regular dental routines play an important part in the curriculum. Today's children learn how important firm, healthy gums are to sound teeth. They know, too, how vital massage is to healthy gums—and in helping to protect the Smiles of Tomorrow! The answer: Gum Massage.



"You can identify the Ipana tube which so many of us recommend", says this modern dentist, "by the . . ."!

Special "last squeeze" key
Needle valve on top of tube
Curious flat shape of its container
Brilliant red-and-yellow stripes

Dentists suggest Ipana because it is especially designed not only for brushing the teeth but for massaging the gums as well. Massaged into the gum tissues with your finger, or on one of the new D. D. tooth brushes, it rouses the circulation, helps gums to a new, healthy firmness. The answer: Brilliant Red-and-Yellow Stripes.



DO AS SO MANY dentists suggest. Buy a tube of economical Ipana from your druggist—*today!* Make Ipana and massage your daily dental routine—for your smile's sake!

IPANA TOOTH PASTE

This One
DF25-1G2-QX1N

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NERVOUSNESS IN DOGS *easily prevented!*



Chow Chow, representing 4th consecutive generation fed Pard and water exclusively.

4-generation feeding study shows way

230 pedigreed dogs have thrived on exclusive Pard-and-water ration! Not one case of nervousness, listlessness, excess shedding, dietary skin irritation

● You've seen "jittery" dogs—dogs that are excitable, or given to barking spells.

Such victims of "nerves" occur frequently in the dog world. And you know that they are not the companions they should be.

Now, from a 4½-year feeding study at Swift's Research Kennels, comes a clue as to how you can prevent *your* dog from becoming nervous. 230 dogs, representing 4 consecutive generations, have participated in this study. All of them have been fed exclusively on Pard and water. *And in not one instance has a dog been troubled with such common ailments as nervousness, excessive shedding, listlessness, or dietary skin irritation!* In every case weight and growth have been in accord with the standard for the breed.

For robust health and growth, take advantage of these scientific findings. Put *your* dog on an exclusive diet of Pard!

A PRODUCT OF SWIFT & COMPANY



Uniform quality *in Pard, as well as sufficiency of minerals and vitamins, is guaranteed by regular biological and chemical analyses. In Swift's Research Kennels the case history of each Pard-fed dog is recorded with scientific precision*



HIT-OR-MISS FEEDING CONDEMNED BY MANY LEADING VETERINARIANS. RECOMMEND PARD. *Dr. V. M. H. , of Illinois, says: "Nervousness, excessive shedding, and skin irritations are, in 9 cases out of 10, caused by malnutrition due to hit-or-miss feeding." In such cases, Dr. H. . . . recommends Pard exclusively*

PARD . . . SWIFT'S SCIENTIFICALLY BALANCED DOG FOOD



LETTERS TO THE EDITORS
(continued)

Sirs:

In your story on Langley Field I came upon the statement: "They (airplane propellers) cannot revolve much faster than they do now because blade tips would then approach the speed of sound."

Well, what dire consequences would ensue if the blade tips reached the speed of sound? Would they explode? Would they melt? Would the airplane fall to pieces? Would Professor Einstein commit suicide? Would Hitler go to war? What's the story, LIFE?

ARTHUR MIDDLETON

Boston, Mass.

● As the speed of the blade tips approaches the speed of sound, which aeronautical scientists take to be 670 m.p.h., a strong drag sets in. The cause is not known. Presumably it is merely coincidence that the speed at which the drag occurs is close to the speed of sound.—ED.

Prime Minister's Dentistry

Sirs:

Looking at the picture of Neville Chamberlain on LIFE's cover of April 24 from a purely dental angle, one can observe a typical example of dentistry as practiced in the British Isles.

The prosthetist who constructed the Prime Minister's upper anterior teeth failed to realize a true anatomical and aesthetic reproduction. The teeth



MR. CHAMBERLAIN'S TEETH

are long, lack proper anatomical contours and are set on too level a plane. With his lips drawn back in a smile, Mr. Chamberlain accentuates the artificial teeth, giving himself a typical "horsy appearance."

English and Continental dentistry in all its branches lags far behind American standards of practice. The chief reason is that American and Canadian dentists are university-trained for a minimum period of six years, while English are not.

FRANK L. LOSKOT, D.D.S.

Newark, N. J.

Thomas Mann

Sirs:

Many thanks for your splendid Close-Up of Thomas Mann in the April 17 issue.

J. L. CARSON

State College, Pa.

Sirs:

Congratulations on the magnificent photograph of Thomas Mann. He usually looks terribly stodgy and bourgeois in pictures.

Although Mann will always be one of the great German writers, I am glad your article does not overlook entirely the "morbid conflicts" and "decadent

(continued on page 6)



Try the world's most popular brew!

YOU'LL ENJOY a Guinness at bedtime—as millions have in the past 180 years!

An inspired American touch is to have the Guinness with a cheese-on-rye sandwich. The hearty, robust flavour of Guinness makes this a wonderfully satisfying bedtime snack!

Try it—and you'll discover why more people drink Guinness than any other brew!

If you've never had a Guinness, or if you've enjoyed it only "Half and Half" with beer or ale, try it straight—before bed—tonight!

GUINNESS STOUT has been brewed in Dublin, Ireland, since 1759. It is made from barley malt, hops, special Guinness yeast, County Kildare spring water—nothing else. It matures over a year in oak vats and in Bottle until consumed. Like draught beer, Guinness is not pasteurized. Nor is it filtered—it thus contains *active* yeast . . . all its natural goodness!



GUINNESS
IS GOOD FOR YOU

Sole Distributors for U.S.A., W. A. Taylor & Company, 15 Laight Street, New York.

FREE: Story of Guinness since 1759, 66 pages, 44 pictures. Write American Representative, A. Guinness, Son & Co., Ltd., Dept. X-198, 501 Fifth Avenue, New York. Copr., 1939, A. E. Hobbs GU-198

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"I chose an Elgin 'Futura'

IT'S EXTREMELY SMART"

says **MITYLENE BOWRON** *of Birmingham, Alabama*



ELGIN 'Futura'



Slender, streamlined baguette, fully curved to snug the wrist. 17 jewels. Very smart and modern. No. 3651.

$47.50

● Queen of Beauty at the Bowl of Rice Ball—champion swimmer and diver—charming "Mity" Bowron is one of the most popular students at Fairmont College, Washington, D. C. In her family the ELGIN tradition has flourished through three generations.

LORD ELGIN ★ LADY ELGIN

$47.50 AND UP

Petite semi-baguette. 19 jewels. 14 K natural solid gold case. No. 2931.

$55.00



Streamlined, curved to fit the wrist. 21 jewels. Handsome as it is accurate. No. 3505.

$55.00

Masculine—distinguished—dependable. 14 K natural solid gold case. 21 jewels. No. 2805.

$85.00

Copr. 1939 by Elgin National Watch Company

ATTRACTIVE NEW MODELS

$24.75 AND UP

Accurate semi-baguette with cleverly contrived classic design. Raised figure dial. No. 3723.

$24.75

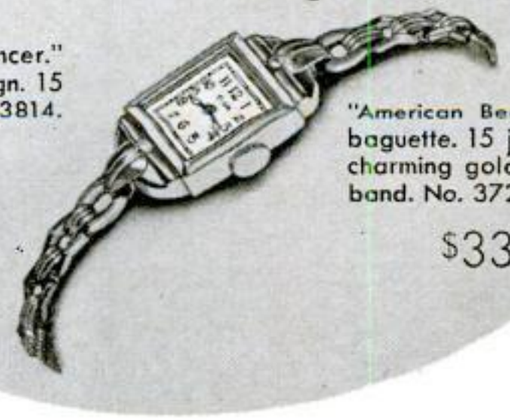


Unusual—attached to the strap by open metal loops. 17 jewels. No. 3820.

$37.50

Just out! ELGIN "Lancer." Smart, youthful design. 15 jewel movement. No. 3814.

$29.75



"American Beauty" semi-baguette. 15 jewels. With charming gold-filled link band. No. 3729.

$33.75

©NYWF

● See time taken from the stars at the Elgin Watch Building—erected at the great New York World's Fair in celebration of ELGIN'S 75th Anniversary.

At Commencement give your graduate the gift of tradition—an Elgin!

First time she wore her fascinating new ELGIN "Futura," lovely Mitylene Bowron became the twelfth member of her family to share in America's great ELGIN tradition.

Whether you prefer the ELGIN "Futura" or one of the dozens of other fashion-right new ELGINS for women, you'll notice that every model combines breath-taking beauty with sincerity of design. The latest ELGINS for men are equally distinguished—trim, modern, competent-looking in every detail.

The famous star-timed accuracy of each new ELGIN is enhanced by amazing technical improvements, many of which are exclusive ELGIN developments. And each movement is created in close conformance with new watchmaking standards that are almost unbelievably exacting.

Visit your ELGIN jeweler tomorrow! See all the latest triumphs of ELGIN'S celebrated partnership of American craftsmen and scientists.

ELGINS of 15 jewels or more are priced from $25.00 to $750.00. Other fine models from $16.50.

★ ELGIN ★

FOR 75 YEARS THE CHOICE OF DISTINGUISHED AMERICAN FAMILIES

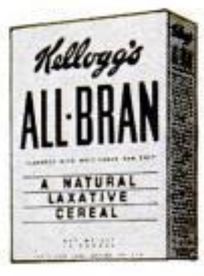
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THE CAPTAIN AND THE KIDS —By Rudolph Dirks



YES, folks, the modern idea about constipation is not to bear it first and try to cure it later. If it's the ordinary kind (due to lack of "bulk" in the diet), the better way is to *prevent* it by getting at its cause. How? Eat a crisp, bulk-rich cereal—Kellogg's All-Bran. Eat it daily, drink plenty of water, and join the "Regulars!" Made by Kellogg's in Battle Creek.





Join the "Regulars" with KELLOGG'S ALL-BRAN

LETTERS TO THE EDITORS
(continued)

civilization" and "frustrated love" in Mann's novels. This preoccupation with decadence and abnormality made the younger generation of post-War Germany reject Mann long before Hitler. It simply revolted against a philosophy which found its ultimate expression in Oswald Spengler's *Decline of the West*.

Ironically enough it was this negative and depressing *Weltanschauung* that in the 1920's drove millions into the arms of Hitler and sent other hundreds of thousands to the shores of the U.S.A., like myself.

As long as *Joseph* will be completed in this country, we share your hope that Mann will resolve in it what made us decline him as our hero.

H. F. NENNDORF

Detroit, Mich.

Sirs:

You printed an excellent résumé of Thomas Mann's life. However, heading one of your sections, you have the line, "He can no longer tolerate Hitler." Yet, if you read a recent article of his, entitled *That Man is My Brother*, you will realize that Dr. Mann is great enough to show not only tolerance but deep understanding of a man who is never called by name but who is obviously Adolf Hitler.

Because he can rise above hatred for the person who is destroying every ideal of freedom Mann upholds, because he can show understanding of and even sympathy for Hitler, Mann proves himself the superior being he is.

DEEN FREED

Skidmore College
Saratoga Springs, N. Y.

Dali

Sirs:

Looking over my shoulder this evening as I studied the reproduction of Salvador Dali's *Sleep* in the April 17 issue of LIFE, my 5-year-old daughter Shirley, who also tries to draw a little, offered her criticism of surrealism: "Whoever drew that must not have been looking!"

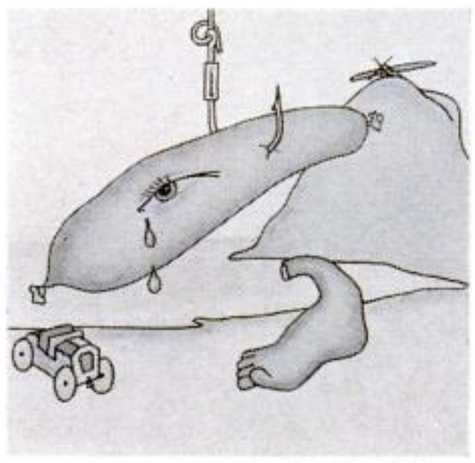
O. R. SANFORD

Westfield, N.J.

Sirs:

I was so inspired by Dali that I couldn't resist the impulse to embellish a current phone-pad memorandum with the enclosed work of art (*see cut*), the self-explanatory title of which is "Coffee Is a Wanton Phlegmaticism."

Briefly, this work rants against the injustice of nature. If a potato has several eyes, why can't the lowly hot dog have at least *one*—or, for that matter, a foot, which is included. The fishhook



"COFFEE IS A WANTON PHLEGMATICISM"

suspended from spaghetti symbolizes Mussolini's absolute control of the situation from his personal heaven and the battered little jallopy indicates progress (they don't build them that way nowadays). The obsolete transport plane perched atop a sand dune conceals a perplexed pilot who landed there in 1934 trying to get a better look at a gal in the lake.

MARSHALL VERNIAUD

Michigan City, Ind.



Mother of Four
envied for her delicious "Bowl Salads," says . . .

I CAN'T IMAGINE WHY ANYONE BOTHERS TO MAKE FRENCH DRESSING AT HOME! I ALWAYS USE THIS **REAL** FRENCH DRESSING MADE WITH "FRESH-PRESS" SALAD OIL. IT **TASTES FRESHER** THAN HOME-MADE!







Iron at Any Table!

Here's an amazing new Ironer **—so easy to use,** it almost irons **by itself! Single** Lever Action **—the *simplest*** control of any ironer—becomes Knee Control *instantly,* whenever wanted **...** Selective "Lag" Action **assures a** "professional" job your very first **time . . .** Light Weight—keep **it** on any shelf **—use it on any** table, in any **convenient room!**

IRONS EVERYTHING . . . PRESSES, TOO!

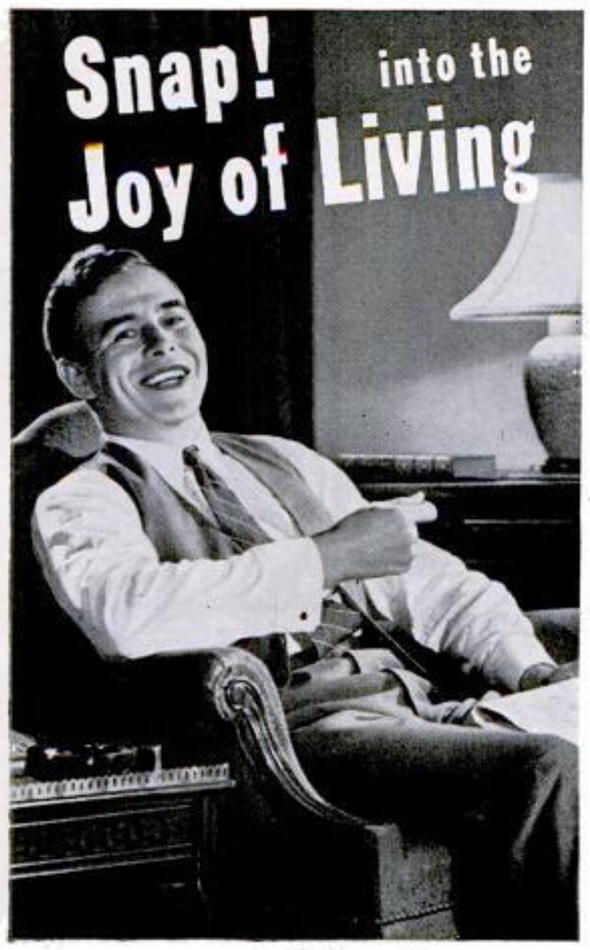
Now you can iron the entire family washing—everything from sheets to shirts—faster and easier than ever before! See the new Monomatic—you'll be as thrilled as thousands of other women. Look for it at your favorite appliance store or write us for illustrated literature and the name of your nearest dealer. Act now—write today!



Knee Control, Too!

VICTOR ELECTRIC PRODUCTS, INC.
3002 Robertson Ave. **Cincinnati, Ohio**

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MISTER MAN, you cannot afford to let so-called "spring fever" *slow you down* . . . or *let you down!*

S.S.S. Tonic may be just the "lift" you need *this Spring* to make you *feel better* and *look better.*

when that tired-let-down feeling

begins to take hold and you slow-down in your work and thinking as the day wears on, it is well to remember your precious red-blood-cells may have been reduced in number and strength.

what causes this change?

Wear and strain of worry, overwork, colds, and sickness often reduce one's blood strength.

But you may rebuild this strength by restoring your blood to normal, in the absence of an organic trouble, with the famous S.S.S. Tonic.

improves the appetite

Further, S.S.S. Tonic whets the appetite . . . foods taste better . . . natural digestive juices are stimulated, and finally, the food you eat is of more value . . . *a very important step back to health.*

Thousands have been benefited by S.S.S. Tonic. You, too, will want to take it to help regain and maintain your red-blood-cells . . . to restore lost weight . . . to regain energy . . . and to give back to your skin that much desired *natural* glow.

Buy and use with complete confidence and we believe you, like others, will be enthusiastic in your praise of S.S.S. Tonic for its part in making *"you feel like yourself again."*

You should note an improvement at once, but may we suggest a course of several bottles to insure more complete and lasting recovery.

At all drug stores in two sizes. You will find the larger size more economical.

interesting booklet *free*

Send name and address on post card to S.S.S. Co., Atlanta, Ga., Dept. M-6, for helpful illustrated booklet on The Joy of Living.

.. In the Spring take S.S.S. TONIC

Sirs:

I am enclosing one of my own masterpieces (*see cut*) which portrays the life of Dali.

Shown in the center of the picture is part of the Spanish insane asylum from which I think Dali must have escaped. The hand of the keeper is reaching out to pull him back. The coil of rope is the one the inmates wanted to hang him with.

To the right is a trio of "swallowed" goldfish truckin' to the turns of Artie Shaw. They are dancing on a Pilgrim's hat. (Artie is also in the picture.) In case you are confused, at the top of the picture is the key to the whole situation. As you can see, it is not the key to a Yale lock.

HARRY O. BRUNN JR.
Eggertsville, N.Y.



"LIFE OF DALI"

Young America Paints

Sirs:

I always read LIFE from cover to cover, word for word, picture by picture. After having plodded through two pages of Dali's dabblings, it was with great relief that I gazed upon Young America's paintings. Judging by Dali's prices, those kids should be entitled to about $75,984,843.50.

Nice work, kids! Nuts, Dali!

RICHARD E. PORTER
Wilmington, Del.

Blondes for Television

Sirs:

Since when have blondes been wanted for television? All authorities I've seen say that blondes, known as "blizzard heads," are seen with halos around their heads on the screen due to the light color of their hair. I, as a brunette, had begun to have some television aspirations, but now you have dashed all my hopes to the ground! I hope Hildegarde makes the grade, though.

Also, Webster spells "comprise" with an e, not as you have it in your rendition of Hildegarde's song.

PAMELA COTTIER
Greenwich, Conn.

● 1) Dr. Peter Goldmark, chief television engineer for CBS, says that blondes, brunettes and redheads televise equally well.

2) Reader Cottier looked in the wrong dictionary for *compris.* Hildegarde's song is sung in half-French, half-English patois. *Compris* is the past participle of *comprendre* (understand), which can be found in Larousse, not Webster.—ED.

Knightly War

Sirs:

In your April 10 issue, 13 Italian cinema knights do battle with 13 French knights, properly stirring modern Italian mobs to a foaming war hysteria.

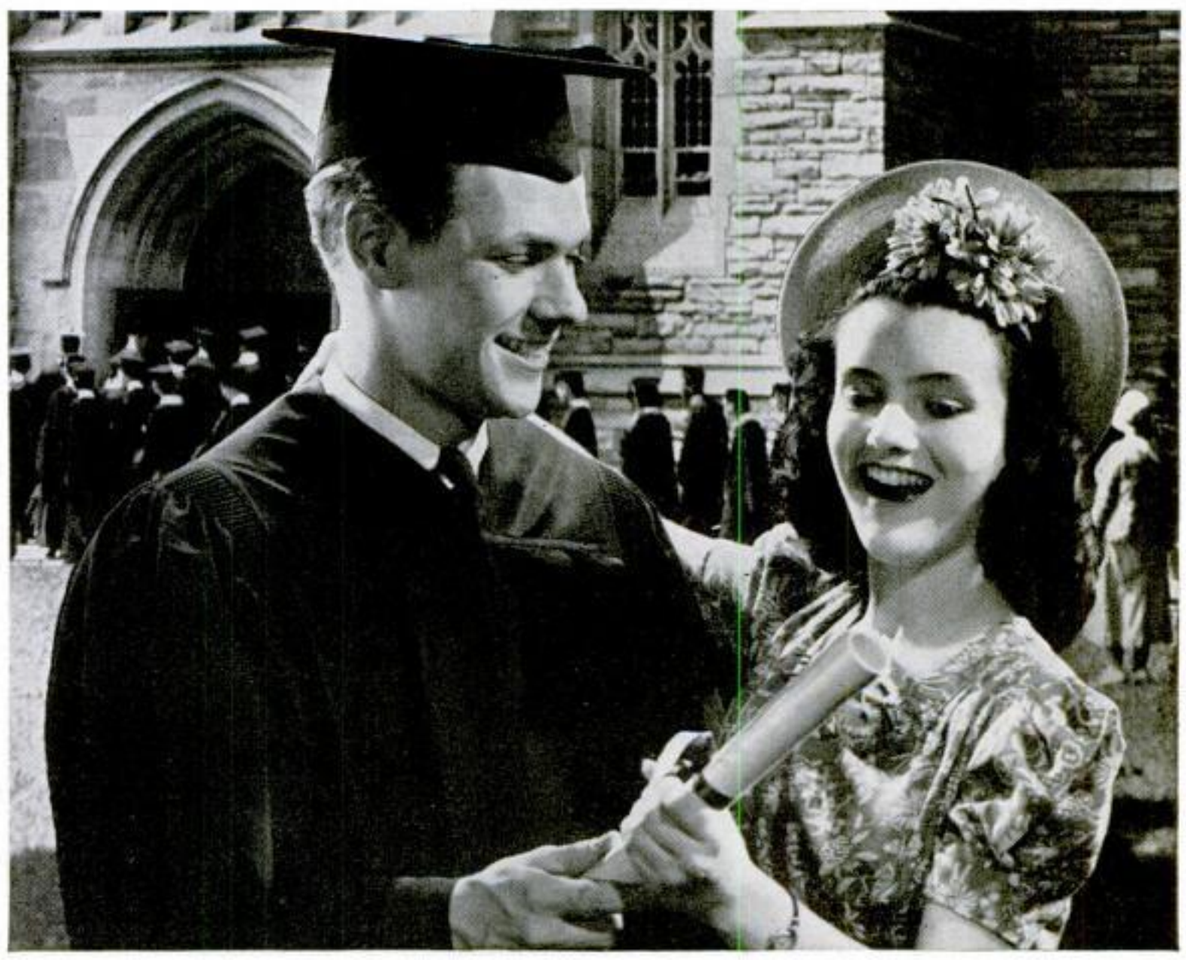
I could draw only one inference from the pictorial spectacle. In the 16th Century, leaders felt duty-bound to do the fighting as well as the talking. Twenty-six men could settle a question of honor between two countries. They didn't incite the people to do their dirty work. Isn't it too bad that Mussolini's vaunted medieval philosophy doesn't include such precepts?

HENRY E. ANDERSON
Trudeau, N. Y.

NEW PLAN LETS THOUSANDS HAVE REAL SOCIAL SECURITY—$200 A MONTH



News-of-the-year in life insurance is a practical plan which combines *both* of the things fathers most want from insurance. First, it guarantees you *$200 every month for life,* starting at 60 or 65—so you can retire and forget your worries, spend happier days in sports, traveling, or just loafing if you want to! (*Above.*) Or if you die while they still need your care, the plan will give *your family $200 every month for 20 years* to take the place of your pay-checks. After your youngsters are educated and have the start in life they deserve (*below*), there will still be left a generous annuity to take care of your wife alone as long as she lives. The plan, appropriately called "COMPLETE PROTECTION," is offered by The Union Central Life Insurance Company—a $300,000,000 institution founded in 1867. For the full story without obligation, send your name and address on a post card to Union Central Life Insurance Company, Dept. B-1, Cincinnati, Ohio.



THE UNION CENTRAL LIFE INSURANCE CO.

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SPEAKING OF PICTURES . . .



THEIR FATHER WAS A COLONEL

. . . THESE ARE TWIN GENERALS

Generals Félix and Théodore Bret are identical twins who for 60 years have lived almost identical lives. They were born within ten minutes of each other in 1879 at Bessines, France, and like their father (*left*) they have served in the army where they have had identical careers. At birth each weighed 8 lb. Their parents could distinguish them only by the color of the collars they wore about their necks.

As children their physical resemblance was perfect. Their height, weight and shade of hair was the same. They walked in the same way. They talked alike. They used the same facial expressions. At school the Bret twins drove teachers wild by reciting lessons for each other. They escaped punishment for their schoolboy pranks with the plea: "I didn't do it, my brother did." Neither instructors nor classmates could ever be sure whether Théodore was Félix, or Félix, Théodore.

At the War College the papers they wrote were so similar that famed "Papa" Joffre ordered an inquiry. But the twins weren't copying each other. They simply thought alike.

In 1920 both married and set up a common home. Friends, neighbors and even parents-in-law continually mixed them up. In the army their careers ran parallel. Both became generals —on the same day. Recently both retired—on the same day.



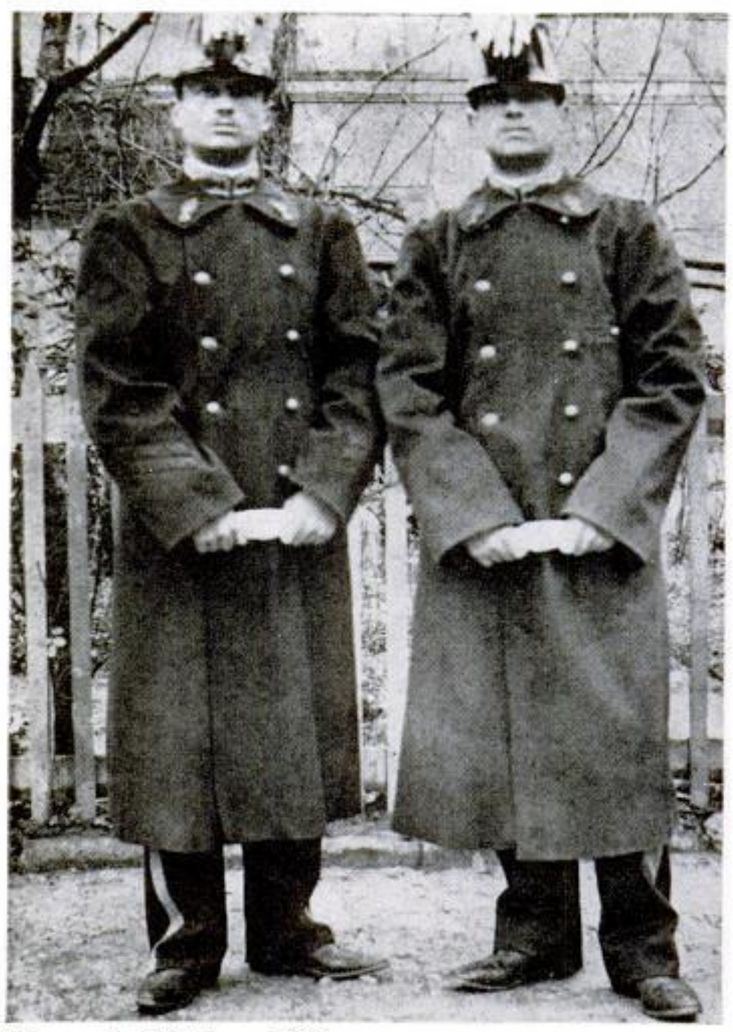
Nothing distinguished Félix (*left*) from Théodore when they posed for this family picture at the age of 6 in 1885.



They were still indistinguishable five years later while at school. To make matters worse, they dressed the same.



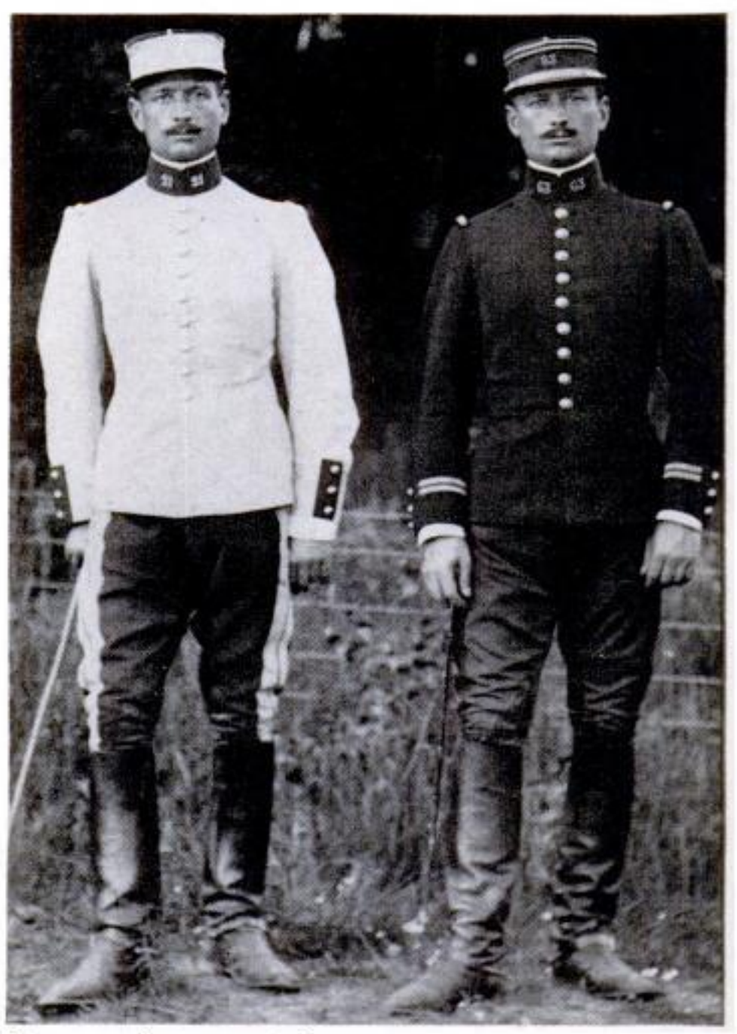
Standing in the same position, they had this picture taken in 1898 while both continued their studies in Grenoble.



They ranked 45th and 46th in their entrance examinations for St.-Cyr. Few classmates could tell the twin cadets apart.



The same uniform was worn by the twin St.-Cyriens. They were equally tall, had begun to grow identical mustaches.



They were first separated in the army. Théodore (*left*) was a cavalry lieutenant. Félix was a lieutenant in the infantry.

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The only way they could be told apart in the army was by their uniforms, the ring that Théodore (*above, right*) wore and the way he saluted by stretching out his little finger. When they worked together at the War Ministry, their associates were confounded because "Captain Bret" sometimes appeared as an infantry officer, at other times as a cavalry officer.





Identical hobbies are enjoyed by the twins. Both play the violin and are equally bald today. In going over old pictures of themselves, they are sometimes unable to tell themselves apart. They have led similar lives, not because they planned to do so, but because their natures and abilities have made their interests and desires practically identical.

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BELIEVE-IT-OR-NOT

SAYS Ripley

THIS NEW TIRE SWEEPS WET ROADS SO DRY YOU CAN LIGHT A MATCH ON ITS TRACK!



THE MAN WHO AMAZES MILLIONS IS AMAZED HIMSELF! Robert Ripley says, "The ability of the Goodrich Silvertown to sweep wet roads so dry that you can light a match on its track, certainly belongs among my most famous 'Believe-It-Or-Nots'."

No wonder this new kind of tire will give you the *Quickest Non-Skid Stops* you've ever had . . .

"YES, you can light a match on its dry track," says Robert Ripley. "That certainly explains why this new Goodrich Silvertown will stop you quicker, safer on a wet pavement than you've ever stopped before. It proves beyond a doubt that this new kind of tire is a road-dryer."

In fact, the wider, flatter surface of this Life-Saver Tread—with its deep grooves and spiral bars—is so skillfully designed that it acts on wet roads *like a whole battery of windshield wipers.* These never-ending spiral bars sweep the water right and left—force it out through those deep drainage grooves—make a dry track *as you drive.*

Golden Ply Blow-out Protection, Too

Remember, every new Goodrich Safety Silvertown is designed with still another great idea in mind—to give you *real* protection against today's dangerous high-speed blow-outs. That's why every new Silvertown has the famous Golden Ply—an exclusive Goodrich invention that has already kept thousands of motorists off the accident list.

No Extra Cost

In spite of the fact that Silvertowns give you Life-Saver Tread skid protection—Golden Ply blow-out protection—you can put this life-saving tire on your car right now AT NO EXTRA COST. See your nearest Goodrich Dealer or Goodrich Silvertown Store and have them put this "Silvertown Safety" between your car and the road *today.* It may save your life *tomorrow.*



HERE'S PROOF! Read the result of two series of non-skid tests by independent Pittsburgh Testing Laboratory against *regular* and *premium-priced* tires of America's six largest tire manufacturers, including new tires recently introduced:

"The new Goodrich Silvertown with the Life-Saver Tread gave greater skid resistance than any other tire tested including not only the old established tires of these manufacturers—some listed at 40% to 70% higher in price—but also the new tires which were recently tested under the same road conditions."

Pittsburgh Testing Laboratory



The new Goodrich SAFETY Silvertown

DON'T MISS THE BIG FREE GOODRICH THRILL SHOW FEATURING JIMMIE LYNCH AND HIS DAREDEVILS AT NEW YORK

GOING TO THE FAIR?

DON'T MISS THE STRIKING GOODRICH EXHIBIT "WHAT'S NEW IN THE WORLD OF RUBBER" AT SAN FRANCISCO

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SPEAKING OF PICTURES

(continued)



General Théodore Bret examines his decorations. The twins have won the same number of honors, though serving on different fronts in different branches of the army.



General Félix Bret examines his decorations. Both have *Croix de guerre* and *Légion d'honneur*, were made generals on the same day although stationed at different posts.

Stage a quicker come-back— take Sal Hepatica



MRS.: Isn't this just like me? The day I'm to be matron of honor at a big wedding, I wake up with the worst logy headache. Even a laxative won't clear my head in time.

MR.: I know one that will—Sal Hepatica.



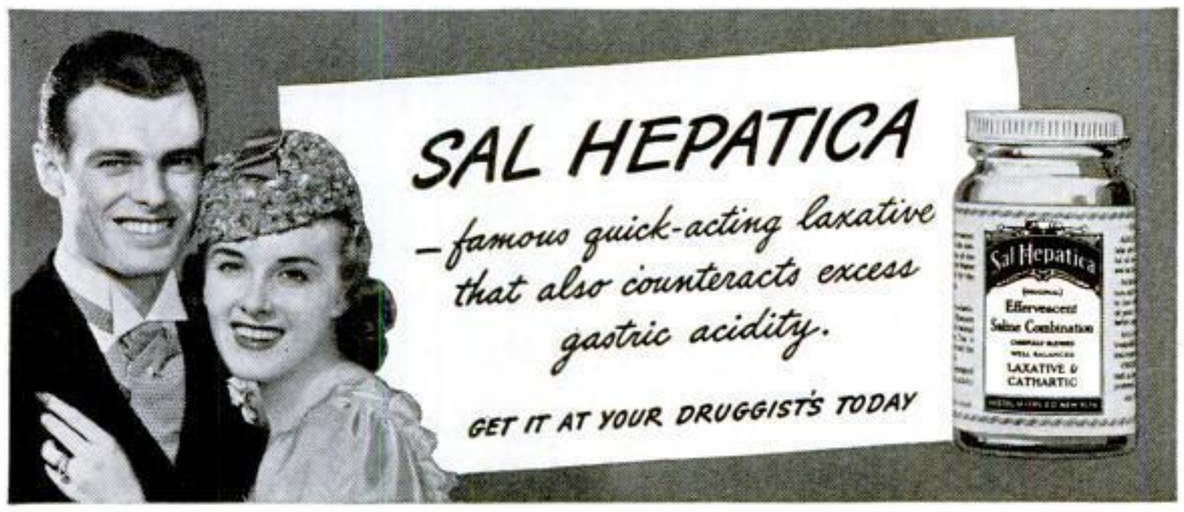
MRS.: Why, how's Sal Hepatica so different?

MR.: Well, it's different in two ways. First, Sal Hepatica is a mighty quick yet gentle laxative. Second, it counteracts excess gastric acidity—chases that sickish feeling fast.



MR.: Honey, the folks couldn't look at the bride for looking at you! You look like a million dollars!

MRS.: I *feel* like a million dollars—thanks to you and your glass of sparkling Sal Hepatica. It certainly put the old sparkle back in me!



TUNE IN! Fred Allen in "TOWN HALL TONIGHT"—Wednesdays at 9 P. M., E. D. S. T.

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DO YOU DREAM OF STERLING?

Wake up and own it!



Every year, thousands of brides wistfully dream of sterling silver—and decide, alas, it is not for them.

Yet if they only knew it, the only thing standing between them and sterling is a trip to their jeweler's!

Here is some of the surprising news *you* can hear from *your* jeweler!



Surprise No. 1. Brides with as little as $16.75 to spend can carry home a complete INTERNATIONAL STERLING "Me to You" gift set . . . enough pieces of International Sterling to set a *whole place* correctly.



Surprise No. 2. You can pay as much or as little as you choose, whenever you have extra pocket money—and the jeweler "lays away" your chosen pattern. Or you may buy International Sterling the way your husband buys his car, on the Budget Plan.

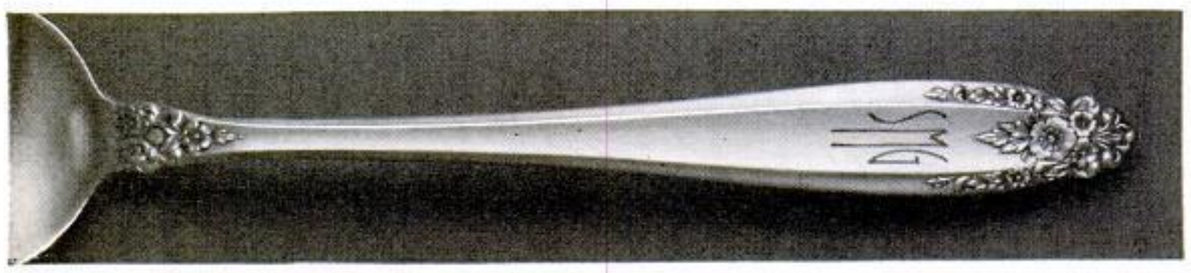


Surprise No. 3. The thrill you'll get when you first set your table with *your own* International Sterling will *surpass* your greatest expectations—and it is a thrill that will repeat itself through the years. No investment you can make will give you richer satisfaction or more lasting pleasure.

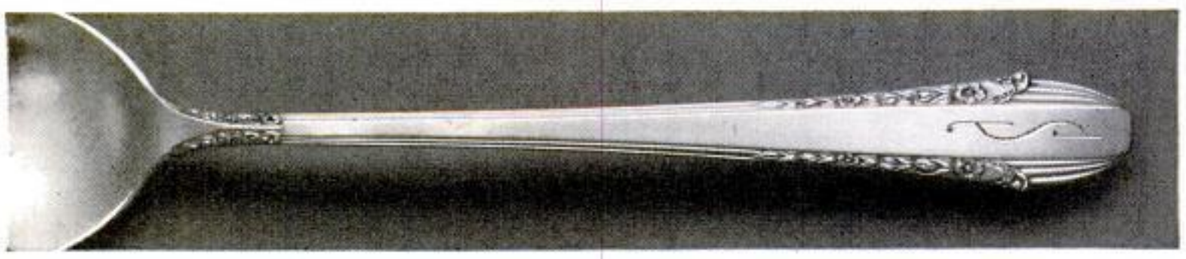
See your jeweler. Start enjoying *your own* sterling silver now. Below, International Sterling shows you four important and lovely designs.

INTERNATIONAL STERLING

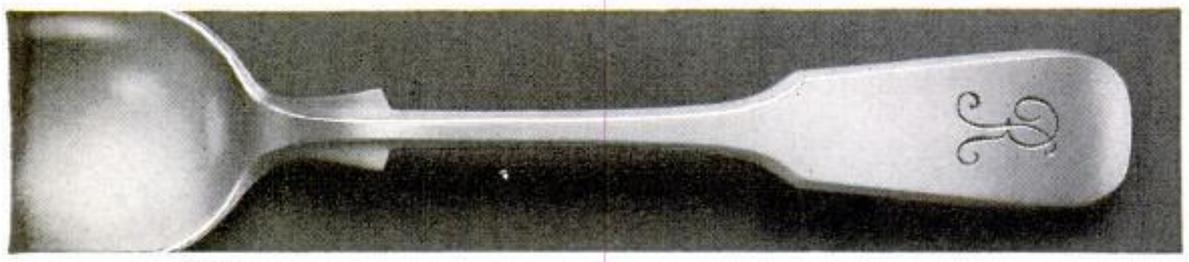
Easier than you thought to buy—*More thrilling than you dreamed to* own!



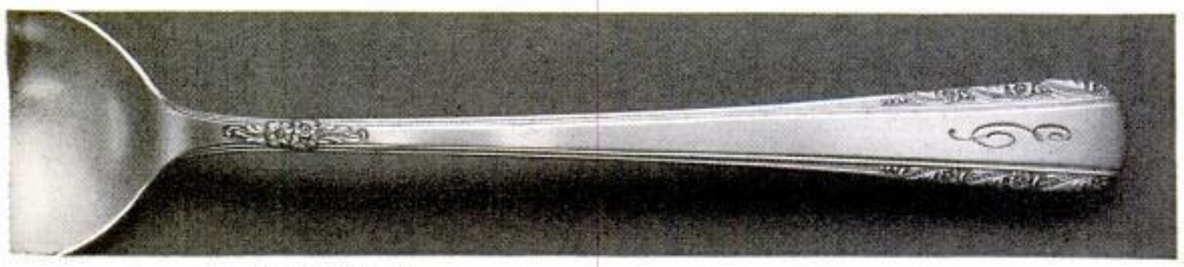
Prelude. International's newest—and some say, loveliest—pattern.



Enchantress. Admired for its flowing, fine, delicate florals.



1810. Copied from spoons used by your patrician great-grandmother.



Courtship. A pattern of great good taste and versatility.

TUNE IN EVERY SUNDAY—"SILVER THEATER," 6 P. M., E. D. T.—COAST-TO-COAST COLUMBIA NETWORK.

LIFE'S PICTURES



Torkel Korling, who took the pictures of the Johnson factory (*pp. 15-17*) and of sleep tests (*pp. 35-38*), was born in Sweden 36 years ago. As a boy his ambition was to be a second Edison. One of his early inventions was an apple-picking device. He came to the U. S. in 1922, worked in the wheat fields, then in a Chicago foundry. He became interested in the mechanism of the camera, soon took up photography as a career. He spends his spare time devising photographic equipment such as automatic diaphragm adjuster on his Graflex. His specialty: children and industrial activities. Most famous Korling photograph: his son Peter's hand in his, used for an insurance ad, which won the 1937 National Advertising award.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (*left to right, top to bottom*), and line by line (*lines separated by dashes*) unless otherwise specified.

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4—W. W.
8—MAX CORRE *from* P. I.
9, 11—KITROSSER *from* P. I.
15, 16—TORKEL KORLING
17—TORKEL KORLING *exc. bot.* (3) MILWAUKEE JOURNAL PHOTO *by* FRANK SCHERSCHEL
18—P. I., A. P. (2)—DAVID E. SCHERMAN
19—A. P.
20—L. KITROSSER *exc. bot. rt.* W. W.
21—A. P., WALLACE W. KIRKLAND—C. F. CUSACK ADVERTISING AGENCY
22—JACK WALLY *exc. cen. lt.* A. P.
23—JACK WALLY
24, 25—DESCHAMPS *from* ILLUSTRATION-PIX
26, 27—HOUSTON PRESS PHOTOS *by* FRANCIS MILLER
28—CAPT. RICHARD E. HANSON—TWA—WILLARD S. WOOD
29—CAROLA RUST
30—CAROLA RUST *exc. cen. rt.* WILLIAM AUSTIN
31—B. A. THOMPSON—MAX SCHWARTZ *from sketches by* D. M. O'KEEFE, UNITED AIR LINES
32—*Lt. column* MAX SCHWARTZ *from sketches by* D. M. O'KEEFE, UNITED AIR LINES; *rt. column t.* A. J. WEED; *bot.* F. ELLERMAN
35—TORKEL KORLING
36, 37—TORKEL KORLING *exc. bot.* RAY SCOTT *courtesy* NATIONAL PARK SERVICE
38—TORKEL KORLING
40, 42—HANSEL MIETH
46—*Courtesy* ABERCROMBIE & FITCH CO.
47—HANSEL MIETH
48, 50, 51—HERBERT GEHR
52—PATHE NEWS—PETER STACKPOLE
53—GEORGE STROCK
54—HERRMANN-PIX
57—PEGGY BACON *in* "BUTTONS" *by* TOM ROBINSON, VIKING PRESS
58—*Courtesy* FRANK K. M. REHN SOCIETY
61—PEGGY BACON *in* "BUTTONS" *by* TOM ROBINSON, VIKING PRESS
62—VICTOR DE PALMA *from* B. S.
63—AGNETA FISCHER *from* P. I., EISENSTAEDT-PIX—AGNETA FISCHER *from* P. I., EISENSTAEDT-PIX
64—EISENSTAEDT-PIX *exc. t. rt.* VICTOR DE PALMA *from* B. S.
65—VICTOR DE PALMA *from* B. S., EISENSTAEDT-PIX, E. H. BLUM, HERBERT GEHR *from* B. S.—EISENSTAEDT-PIX—PAUL ULMER
66—PETER STACKPOLE *exc. rt.* (2) EISENSTAEDT-PIX
67—EISENSTAEDT-PIX *exc. t. lt.* PETER STACKPOLE
68—KARGER-PIX *exc. t. rt.* EISENSTAEDT-PIX
69—KARGER-PIX
70—WARNER BROS. *exc. t. lt.* ELMER FRYER *for* WARNER BROS.
71—WARNER BROS. *exc. t. lt.* BERT SIX *for* WARNER BROS.
72—WARNER BROS.
74—COSMO-SILEO CO.—EUGENE SMITH *from* B. S.
75—COSMO-SILEO CO. *exc. t.* EUGENE SMITH *from* B. S.
76—W. W.—INT.
77—*Cen.* IRISH TIMES—*bot.* ACME
78—INT.
79—W. W.—ACME—ACME
80—W. W.—INT.
81—BRITISH PRESS COMBINE
82, 83, 84, 85—PETER STACKPOLE

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DOLE BRINGS YOU A GLASSFUL OF HAWAII!



Out where the zest begins, in the Hawaiian Islands, grow these royal pineapples. Their delicious juice, with its unsweetened *natural* tang intact, is brought you by Dole.



On the crest of a wave rides this joyous Hawaiian maid . . . and your spirits, too, will soar with Dole! Fine for children—rich in fruit sugars, *plus* vitamins A, B and C.



Hawaiian glamour stirs your thoughts to romance. . . . Enjoy pineapple juice straight from the Islands, swift-sealed in Hawaii by Dole. At grocers everywhere!



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Vol. 6, No. 19

LIFE

REG. U S PAT OFF.

May 8, 1939

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CONTENTS

THE WEEK'S EVENTS

New Frank Lloyd Wright Office Building Shows Shape of Things to Come . . 15
LIFE on the Newsfronts of the World 18
The Burning "Paris" Rolls on Her Side at Le Havre Just Outside the Drydock of the "Normandie" 19
Royalty of Norway and Denmark Visit U. S. 20
Methodists Unite to Form a Great New Church 22
A Peace Like Death Settles over Madrid 24
Texas Dedicates Nation's Biggest Monument 26
Bishop Spellman Is Made Archbishop of New York 76

THE PHOTOGRAPHIC ESSAY

Cotton: Paris Helps a Great U. S. Fabric to Stage Spectacular Revival 62

SCIENCE

Chicago Physiologist Studies How and Why People Sleep 35
Trafficscope Enables Drivers to See Over Hills 40

ART

Peggy Bacon Gives Alley Cats a Break 57

NATURAL HISTORY

Clouds: Poet's Delight and Aviator's Guide 28

SPORTS

Fishflies 46
Weight Lifters Exhibit Their Beautiful Brawn 48
Girl Athletes Play Games for Fun 52

MOVIES

"Juarez" 70
. . . and its Opening 74

OTHER DEPARTMENTS

Letters to the Editors 2
Speaking of Pictures: Twin Generals 8
People 78
LIFE Goes to Jane Withers' Birthday Party 82
Pictures to the Editors 86

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LIFE'S COVER. The pretty girl with windswept hair on this week's cover of LIFE is 19-year-old Maree Helmken, a senior at Armstrong Junior College, Savannah, Ga. Maree is one of three Savannah girls who volunteered to pose in cotton dresses for LIFE. A picture of the other two girls appears on page 62. None of them had ever posed for fashion photographs before. In a note to LIFE's editors, Maree modestly wrote: "I hope the time and energy you spent trying to make an amateur resemble a professional will not have been wasted."

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PUBLISHER: Roy E. Larsen
Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois
EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York
SUBSCRIPTION RATES: One year in the U.S.A., U. S. Territories & Possessions and Canada, $4.50; countries of the Pan-American Union, $6.00; elsewhere $10.00. Single copies in the U.S.A. and Canada, 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢



Said this keen young miss—"I've a find
In these undies—they're all of a kind.
And here's the reason
I find them so pleasin':
They're Cordials by Kayser designed."*

WEAR "Cordials" for *all* occasions! It's so *fashionable* to have your undies match. That's why Kayser created this exquisite ensemble. Suave, simply designed, and chic as French handmades! Runproof rayon in a dainty rib pattern. Peachblush or white. Pantie 79¢, Bra 79¢, Slip $1.39, Gown $1.65 and up. Buy American!

BE WISER...BUY
KAYSER
AMERICAN MADE AND SOLD THE WORLD OVER

*Trade Mark

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Just like the soup that

Delighted Dear Old Dad!

Hearty Heinz Vegetable Soup Is the Real Old-Fashioned, Home-Tasting Kind

DIP YOUR SPOON into a heart-warming bowl of *real* homespun soup like mother used to make — Heinz Vegetable Soup! Its tempting aroma and delicious, satisfying flavor bring back fond memories of long ago. You'll recall dad's exclamations of delight when mother served him a steaming plate of her hearty soup . . . For *Heinz* Vegetable Soup is an old-fashioned favorite, prepared with down-home patience and skill from a treasured recipe. More than a dozen choice, carefully selected vegetables are blended with rich beef stock—the painstaking small-batch way. And like all 23 savory Heinz Home-style Soups, Heinz Vegetable is *fully prepared*. You needn't add a single thing. Serve it soon—give your family a treat from 'way back when!



HEINZ *Vegetable* SOUP

A 70-YEAR TRADITION OF QUALITY BEHIND HEINZ SOUPS



REFRESHING AS A WHIFF of salt-sea air is Heinz Clam Chowder! Prepared from tender young clams and delicately seasoned vegetables, it's the same sort of soup that the gnarly old sea captains of New England used to relish!



MOTHER ROLLED HER OWN noodles—and so does Heinz! We make real old-fashioned egg noodles—cut them into ribbons of goodness for Heinz Chicken Noodle Soup. Try this savory broth with its tempting chicken and tender noodles!



TO BE TRULY TASTY, pea soup must be made only from fresh peas. Good cooks like to garner them from the garden just before making soup! Heinz chefs, too, insist on *freshly harvested* peas for Heinz Cream of Green Pea Soup.



COME AND SEE the gigantic Heinz Dome with its display walls and sampling booths at the New York World's Fair! And when you're in San Francisco for the Golden Gate International Exposition, visit Heinz period kitchens!

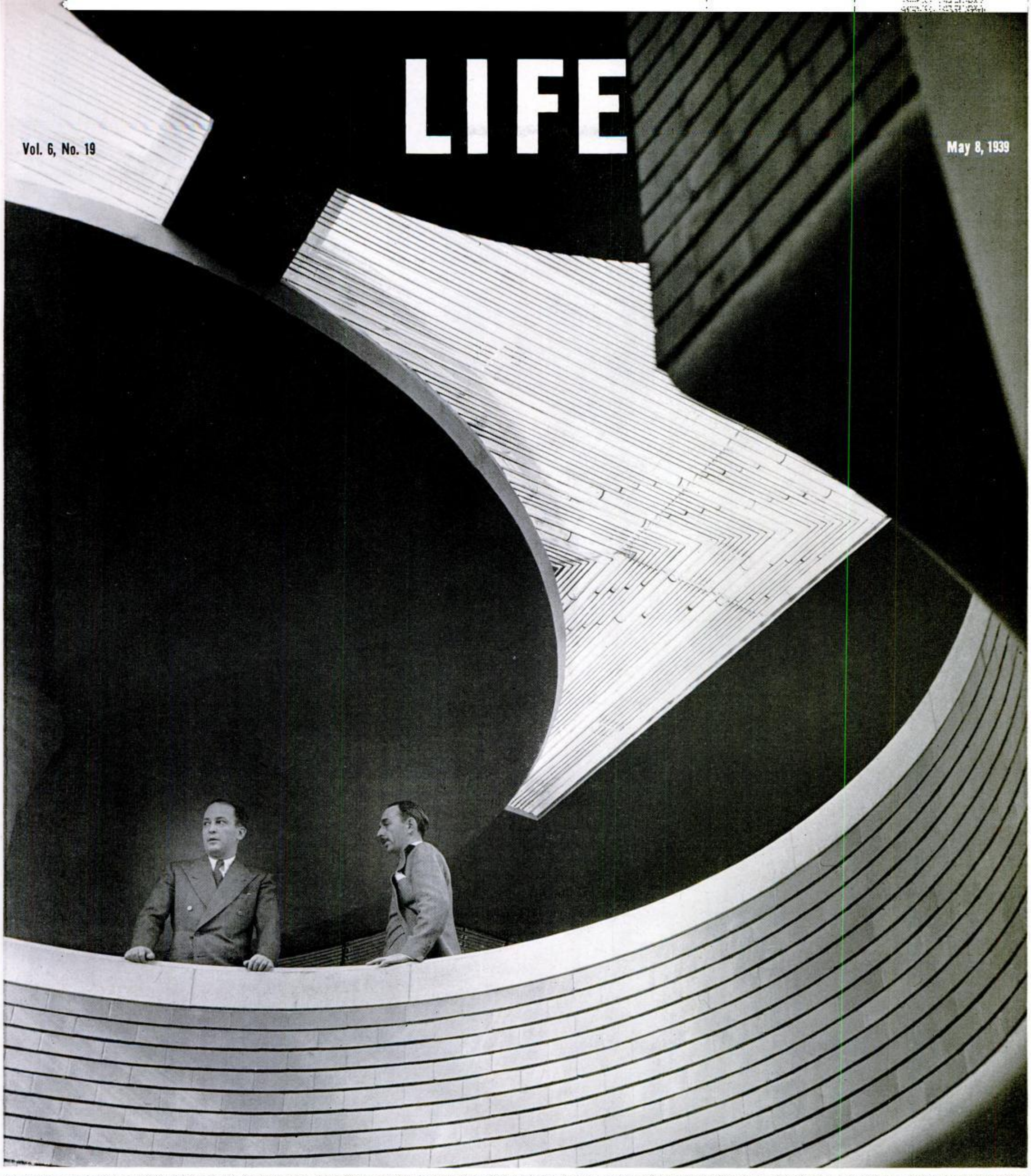
GUESTS AT YOUR TABLE FOR 70 YEARS

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LIFE

Vol. 6, No. 19

May 8, 1939



PRESIDENT HERBERT FISKE JOHNSON JR. (LEFT) AND ADVERTISING MANAGER WILLIAM CONNOLLY ON A BALCONY OF THE NEW S. C. JOHNSON & SON ADMINISTRATION BUILDING

NEW FRANK LLOYD WRIGHT OFFICE BUILDING SHOWS SHAPE OF THINGS TO COME

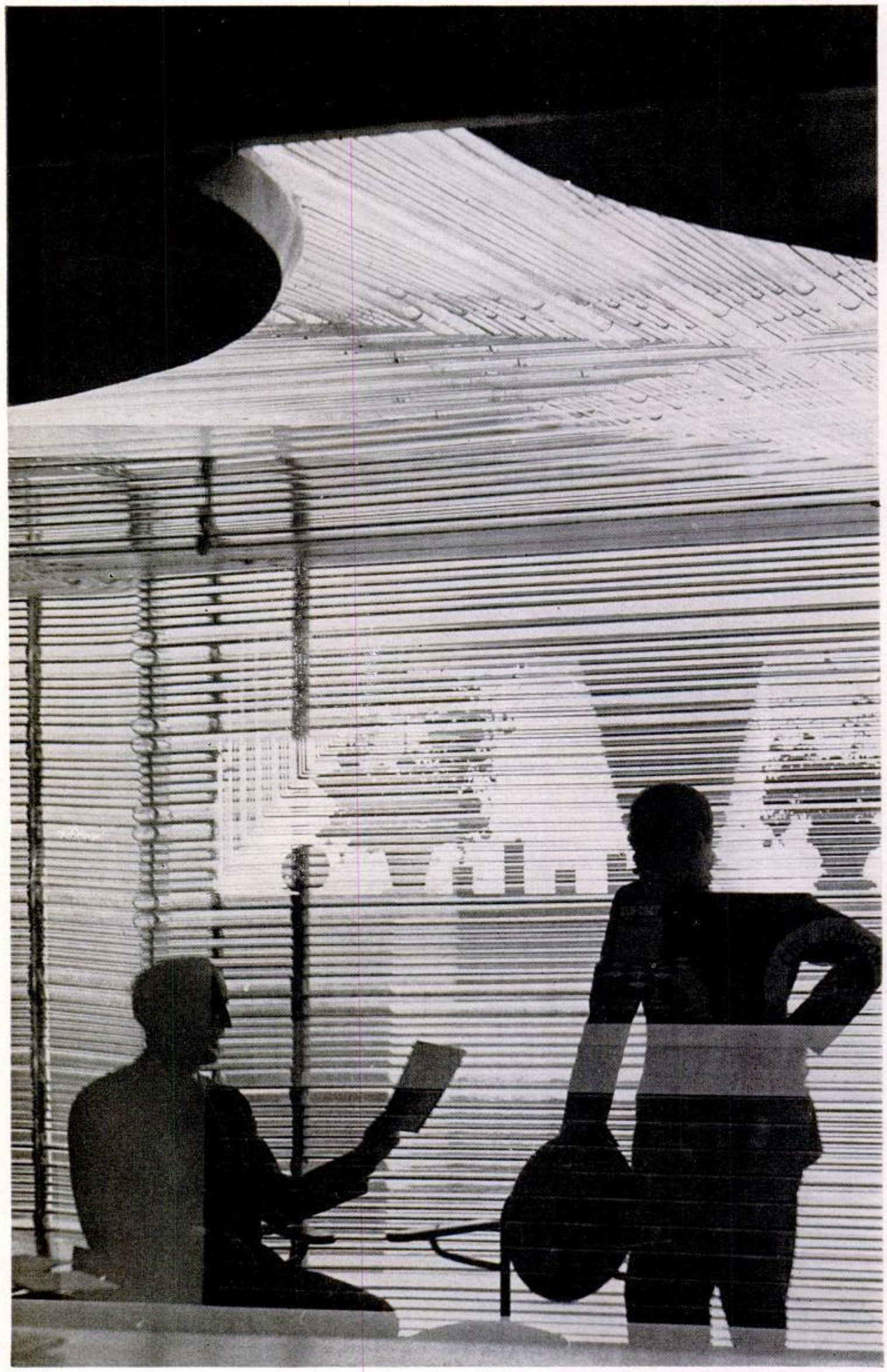
"The World of Tomorrow" was officially born at 2 p. m. April 30 on a onetime dump in New York City. Grover Whalen's $155,000,000 World's Fair, sprawling its gigantic mass of freak and futuristic buildings, is undeniably a great show. But future historians may well decide that a truer glimpse of the shape of things to come was given last week by a single structure, built strictly for business, which was opened in a drab section of Racine, Wis.

The new administration building of S. C. Johnson & Son (wax polish) was designed by the master modern architect, Frank Lloyd Wright. It is genuine American architecture, owing nothing to foreign inspiration, different from anything ever built in the world before. Spectacular as the showiest Hollywood set, it represents simply the result of creative genius applied to the problem of designing the most efficient and comfortable, as well as beautiful, place in which Johnson Wax executives and clerks could do their work.

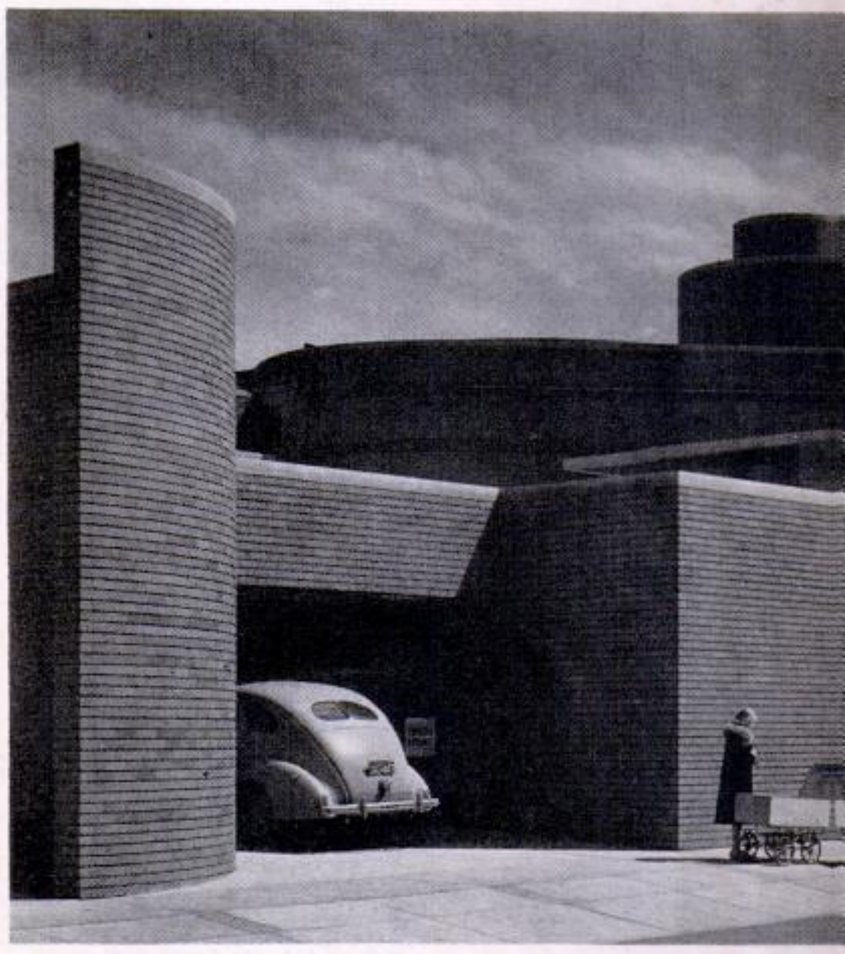
"This building," says Architect Wright, "was designed to be as inspiring a place to work in as any cathedral ever was to worship in." Wrote the financial editor of the Milwaukee *Journal* on viewing it last week: "It is like a woman swimming naked in a stream. Cool, gliding, musical in movement and in manner. The inside of an office building like a woman swimming naked in a stream? Yes, that's right."

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WRIGHT'S "OFFICE BUILDING OF TOMORROW" IN RACINE



Glass tubing forms outer wall of President Johnson's penthouse office. There are no windows in the building. But LIFE's photographer found that, instead of needing more floodlights and flashbulbs for interior shots than usual, he needed none. Sunlight floods through tubed skylights and broad bands of glass tubing encircling the building.



The building is proof against earthquake, fire and sound. The walls are of warm red-brown brick, lined with thick cork and concrete. Bricks were specially baked in 200 shapes to fit the

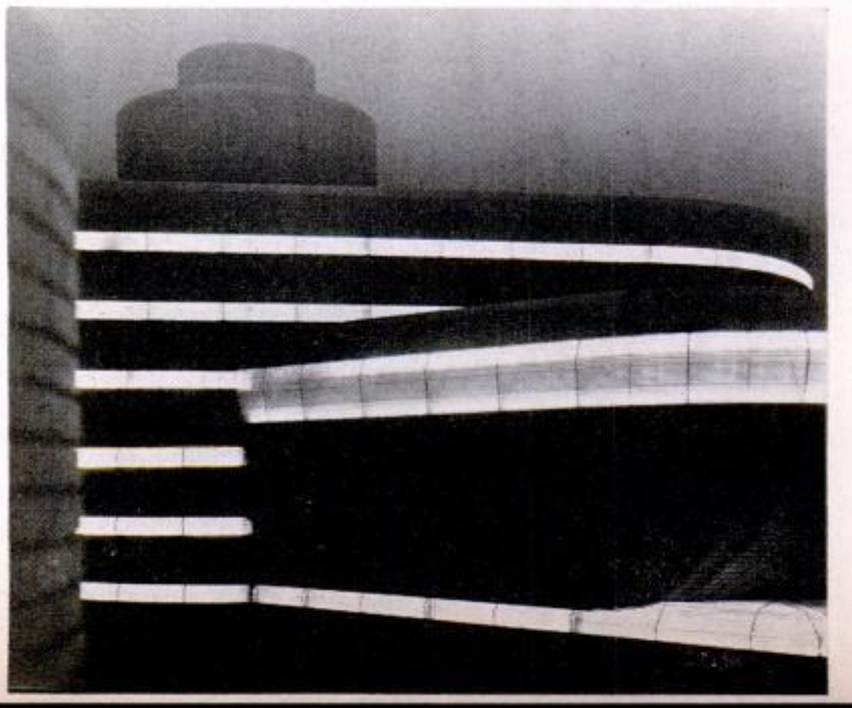


The main workroom, which occupies most of the building, seats 200 clerks. On mezzanine are offices for special workers. Architect Wright's most revolutionary space-saving innovation is

"Carport" for parking. Joined domes help support roof, decreasing need for supporting pillars.



Lights between layers of encircling glass tubes provide soft, shadowless illumination inside, glow spectacularly on the outer walls.



A theater for lectures, movies and meetings accommodates 250 people. Architect Wright designed all the furniture to fit the building.



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building design. At the left is the "carport" which opens on main entrance of building. At the right is the main workroom (*see below*). On the roof are penthouse offices for executives.



"golf-tee" supporting pillar which is only 9 in. in diameter at the floor. Note the round desks, which have cutout space for typewriter and comptometer, "swinging tills" instead of drawers.



The pillars mushroom into a diameter of 18½ ft. at the glass-tubed roof. Two "nostrils," one of which is seen as turret in top-center picture, suck air into conditioning equipment. Heat radiates evenly from steam pipes laid space-savingly under the concrete floor slab. Heat apparatus is controlled to synchronize with the movement of the sun.

Frank Lloyd Wright (*below*), to prove to a skeptical Wisconsin Industrial Commission that his novel "golf-tee" pillars were really strong enough to support the building, put on a convincing demonstration. Propping up a pillar at the building site, he had sand and cast iron piled on until the weight reached 60 tons. Next day the pillar was found unflawed.







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LIFE ON THE NEWSFRONTS OF THE WORLD

Hitler says "No" in 25,000 words; Publishers laugh at Dewey; Roosevelt streamlines Government

The suspense that hung over the world last week was busily occupied by Adolf Hitler in writing a speech. President Roosevelt had asked him and Mussolini whether they could promise the world a ten-year peace. The question took 1,400 words. It took Hitler 25,000 words, a short novel, to answer "No."

While he wrote, the British Ambassador, Sir Nevile Henderson, withdrawn from Berlin after the seizure of Czechoslovakia, returned quietly to Berlin. For two days nobody would receive the Englishman and by the time he got an audience at the Foreign Office the world knew that Britain had at last, for the first time, begun conscription in peacetime. The British Prime Minister had said, "No one can pretend that this is peacetime," and the House of Commons had agreed, 376 to 145. The Russian Ambassador had defined Russia's attitude with a diplomatic murkiness bordering on genius: "Our position is perfectly clear. Russia will assist Europe in case of aggression."

On April 28, Hitler threw his 25,000-word answer at President Roosevelt and the puppet German Reichstag. It was one of the happiest speeches he had made since his old street-fighting days, for at last he had an ideological opponent. The cold Power Poli-



ENGLAND FACES CONSCRIPTION

tics of Britain and France are what Hitler really has to contend with but the "Ideological War" of President Roosevelt is what Hitler would much rather fight.

Injured Innocence was naturally the position Hitler took. To get into this mood it was only necessary for him to go back to Germany's post-War deal which 40% of U. S. citizens, a recent poll showed, think was raw. This took 4,000 words. The explanation of why he grabbed Czechoslovakia took another 5,600 words. He then went on, in 1,880 words, to say how much Germans love Englishmen. But, in view of England's new "policy of encirclement," Hitler denounced the British-German naval treaty of 1935, as a matter of "self-respect."

As to his grab of Memel, he virtuously pointed out that he had not taken "one square mile more than we formerly possessed and which was stolen from us." As to Poland, he announced that the new British-Polish alliance destroys the German-Polish non-aggression pact of 1934. That pact resulted when Hitler began rearming and Poland's Marshal Pilsudski barked: "Is it peace or war? If war, we march tomorrow. If peace, sign here." This method, unlike President Roosevelt's, worked. Hitler revealed that he had offered Poland a 25-year peace in return for Danzig and a German corridor through the Polish Corridor. Then at last, after 15,000 words, he got around to President Roosevelt's telegram.

He began by telling Roosevelt that the fear of war is mainly the fault of the democracies: "Fourteen wars were waged between 1919 and 1938, in none of which Germany was concerned" plus "26 violent interventions, including six by the U. S."

Then he rose to eloquence: "If, Mr. Roosevelt, your belief that every problem can be solved at the conference table is true, then all nations have been led in the past 700 or 800 years either by blind men or criminals. . . . The freedom of North America was not achieved at the conference table any more than the conflict between the North and South was decided there."



HENDERSON

History gave him a superb debating point to Roosevelt's suggestion of disarmament before negotiation: "Mr. Roosevelt, the German nation once, trusting in the solemn assurances of President Wilson, laid down its arms [in 1918] . . . and was made to suffer the worst breaking of a word ever known. The German delegates were subjected to even greater degradations than can ever have been inflicted on chieftains of Sioux tribes.

"I here solemnly declare," he sarcastically declared, "that all assertions which are circulated in any way concerning an intended German attack or invasion on or in American territory are rank frauds and gross untruths!

"Mr. Roosevelt! I fully understand that the vastness of your nation and its immense wealth allow you to feel responsible for the history of the whole world. I, sir, am placed in a much more modest and a smaller sphere. I once took over a State faced by complete ruin, thanks to its trust in the promises of the rest of the world and the bad regimes of democratic governments. In 1933 I had in my country, 7,000,000 unemployed, destroyed trade, ruined commerce—in short, general chaos. Since then, Mr. Roosevelt, I have only been able to fulfill one simple task. I cannot feel myself responsible for the fate of the world. I have regarded myself as called upon to serve my own people alone and to deliver them from their frightful misery. I also tried to destroy, sheet by sheet, that treaty which in its 448 articles contains the vilest oppression which human beings ever have been expected to endure. I have endeavoured to attain all this without spilling blood."

President Roosevelt slept through all this. That afternoon he told Crown Princess Martha of Norway: "How can any one have a reaction to a speech that lasts more than two hours?"

If Hitler had boiled his 25,000 words down to 13, they might well have been these: "Poland, look out! England, take it easy! Roosevelt, shut up! Great going, Adolf!"

●

Dewey Double. About the figure of Thomas E. Dewey, No. 1 Republican Presidential hope, there clings an aura of the slightly-too-perfect Rover Boy. While this is probably no political handicap, it has aroused, even in young Mr. Dewey's admirers, a predisposition to rude laughter, should the occasion arise. Last week King Features Syndicate entertained the American Newspaper Publishers Association at a special performance of *Hellzapoppin*. Midway in the show Producer Ole Olsen came out on the stage to introduce notables in the audience: J. Edgar Hoover, Bob Ripley, Gene Tunney. "And now," said Olsen, "Mr. Thomas E. Dewey." The spotlight turned on a box, revealed the familiar figure with the bristly moustache and shiny white teeth. He smiled self-consciously. The publishers applauded heartily. "As you all know," continued Olsen, "Mr. Dewey once sang in the choir at Owosso, Mich. I am going to ask him if he will favor us with a song." "Mr. Dewey" looked embarrassed, finally nodded. The orchestra struck up *Home on the Range*. In a reedy voice "Mr. Dewey" sang a few bars. Then an arm with a mallet reached out from behind and amid a roar of laughter from the audience knocked him on the head.



"MR. DEWEY"

●

President's Week. Possibly to build a backfire of distraction against the Hitler speech, possibly because he thought he and other Americans had been thinking too much about Europe of late, President Roosevelt did his best during waiting-for-Hitler week to get the country's mind back on its home business.

"To improve the administrative management of the Republic," he sent Congress a blueprint for streamlining the Executive branch of the Government under the new Reorganization bill. Prime proposal was to consolidate 21 welfare, works and lending agencies into three big new administrative departments: a Federal Security Agency, Federal Loan Agency and Federal Works Agency. Though $15,000,000 or $20,000,000 may be saved, chief aim of the plan is efficiency.



MARSHALL

For WPA in fiscal 1940 the President requested $1,477,000,000. Based on a hope that a million or so current Reliefers will get private jobs during the year, this figure was about one-third under the 1939 Relief bill.

To be the nation's No. 1 soldier, succeeding General Malin Craig when he retires as Chief of Staff in August, the President passed over 20 major generals and 14 other brigadiers to appoint Brigadier General George C. Marshall, 58, now Deputy Chief of Staff, Graduate of Virginia Military Institute who entered the Army as a second lieutenant and worked up. General Marshall will be the second non-West Pointer in Army history to become Chief of Staff (the other was Leonard Wood).

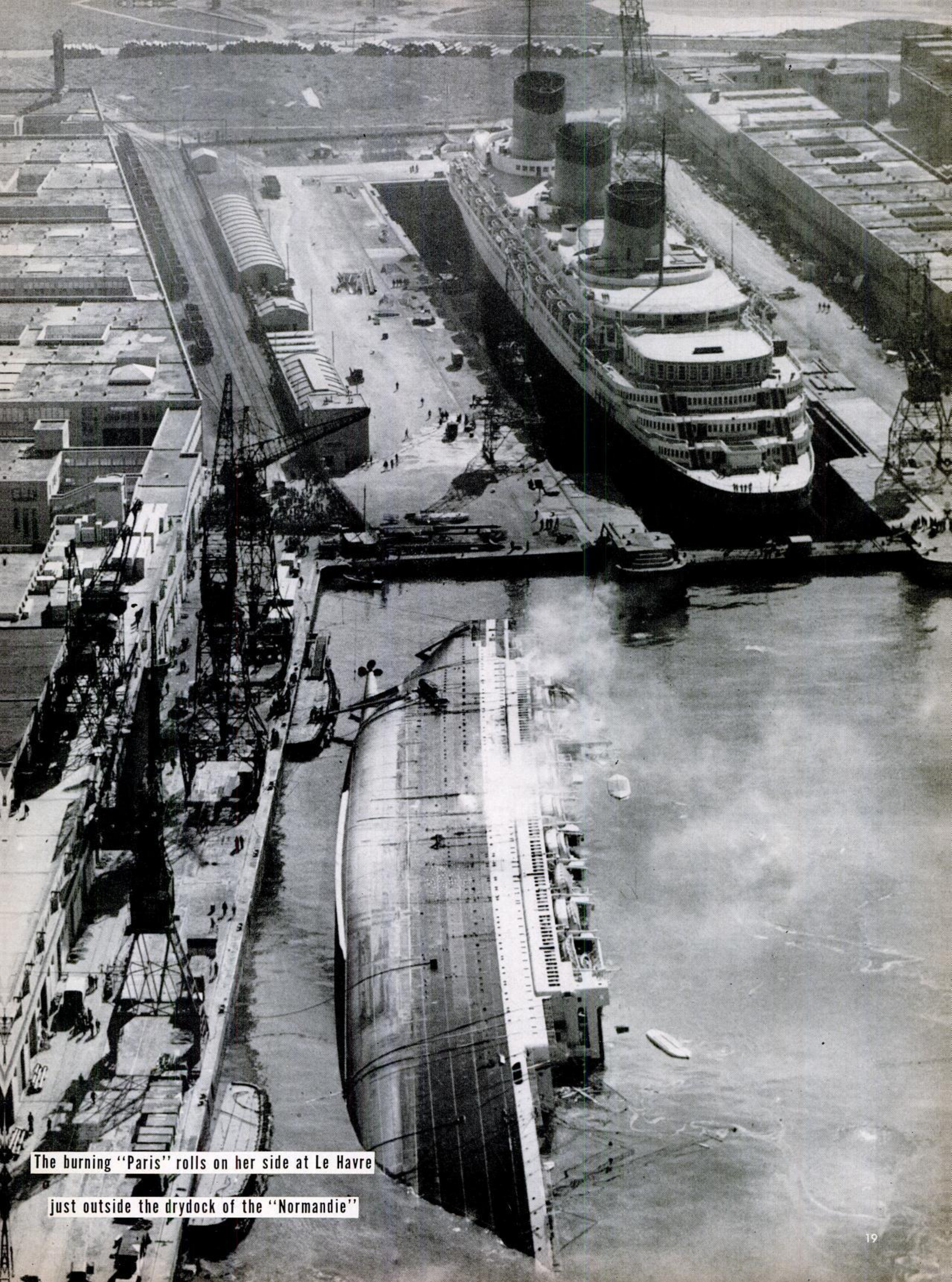
To a post on that current storm center, the National Labor Relations Board, the President appointed Dr. William M. Leiserson of the National Railroad Mediation Board, famed as one of the nation's ablest Labor mediators.

To the seat on the SEC vacated by Justice William O. Douglas, the President appointed Leon Henderson, left-wing New Deal economist.

PICTURE OF THE WEEK

A rare sight was presented by the French Line's 34,569-ton luxury liner *Paris*, in the Maritime Station at Le Havre, April 19. She lay on her side in 40 ft. of water. Two lifeboats float bottom up. Visible are one of the *Paris*' four propellers and its anti-rolling bilge keel. What brought the *Paris* to this sad pass was an unexplained fire that broke out in three places almost simultaneously, started the seams in her plating and thus sank her.

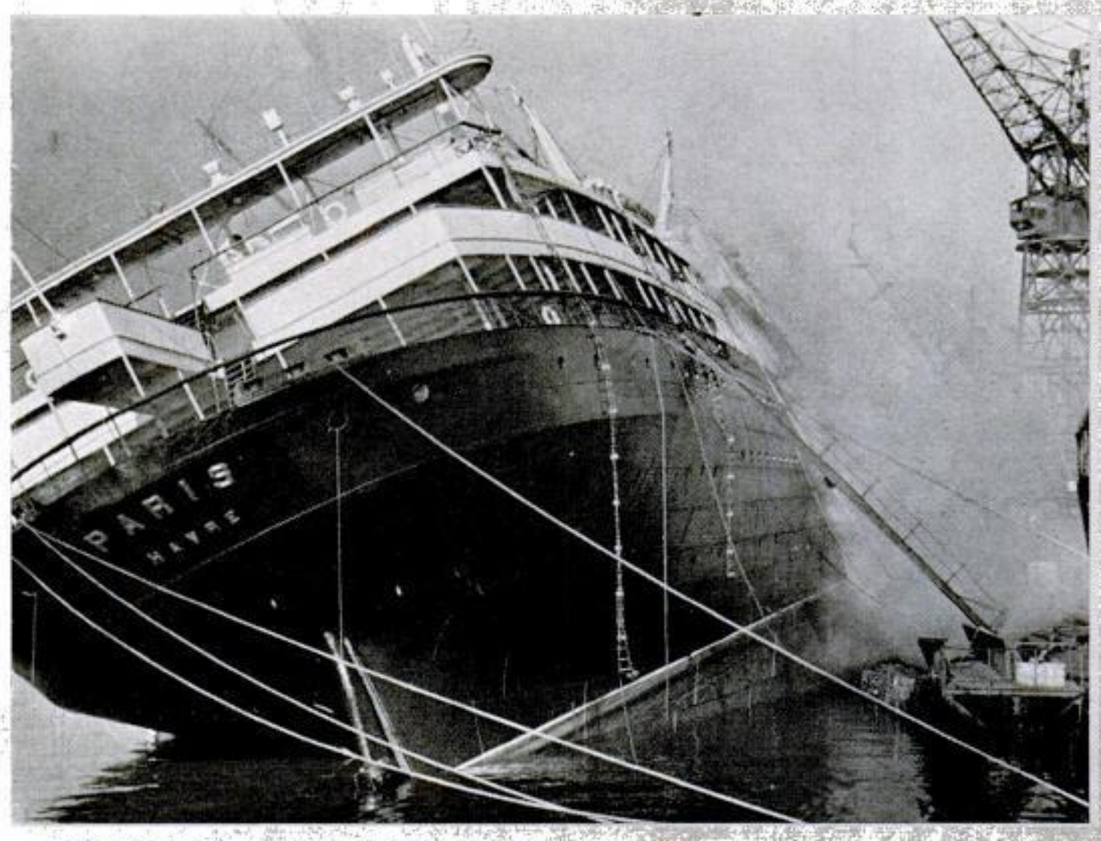
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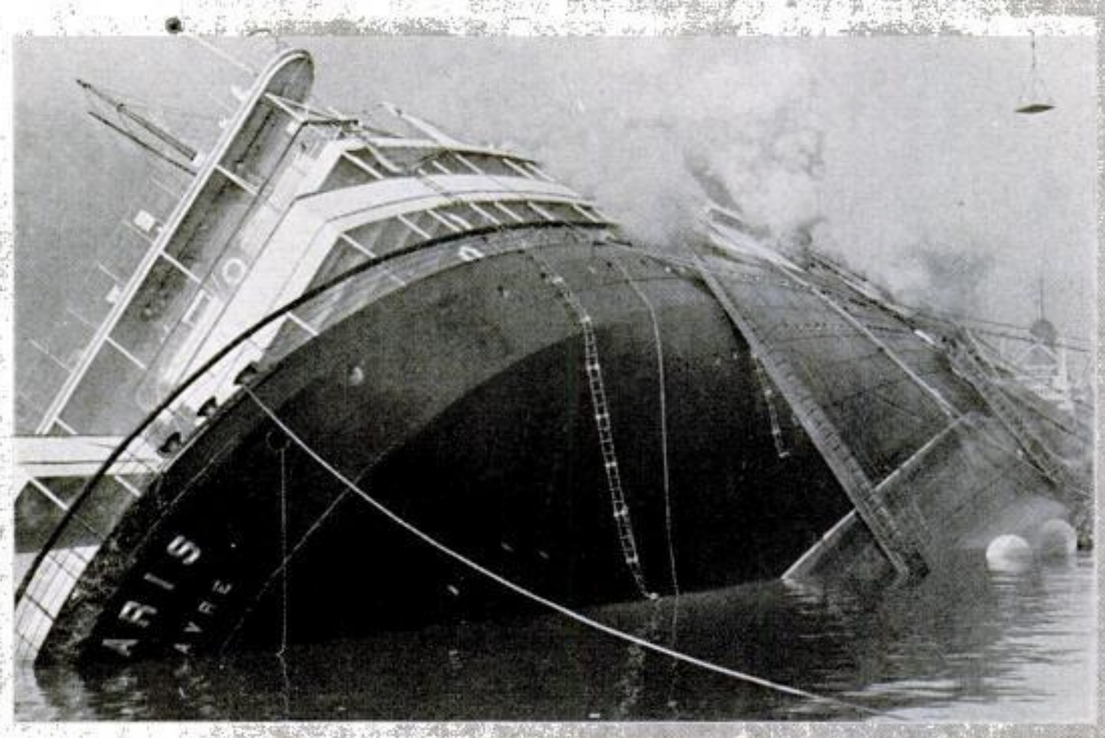
The burning "Paris" rolls on her side at Le Havre

just outside the drydock of the "Normandie"

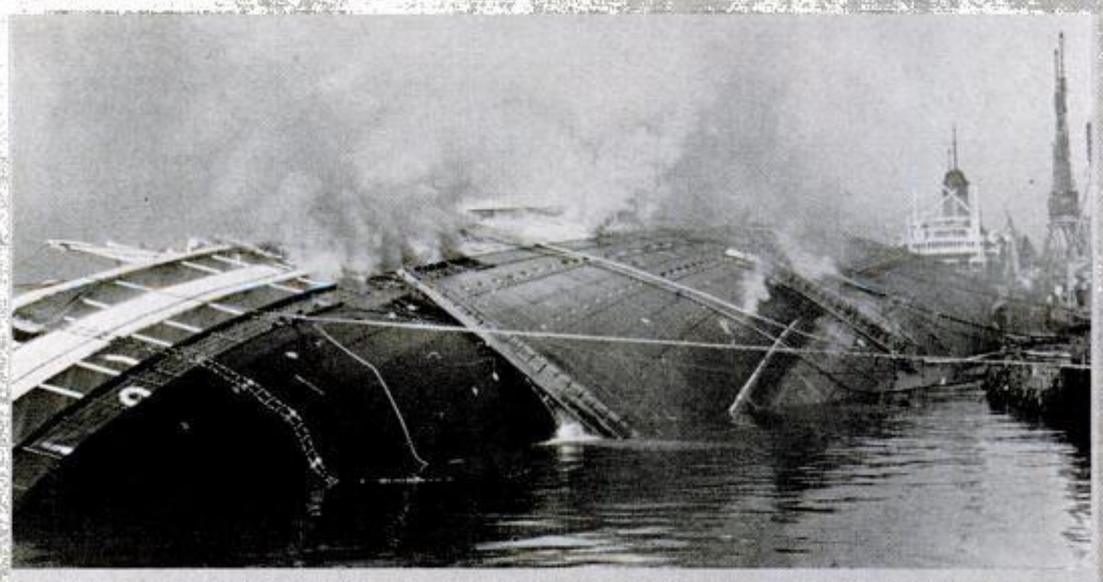
THE FRENCH LINER "PARIS" ROLLS ON ITS SIDE



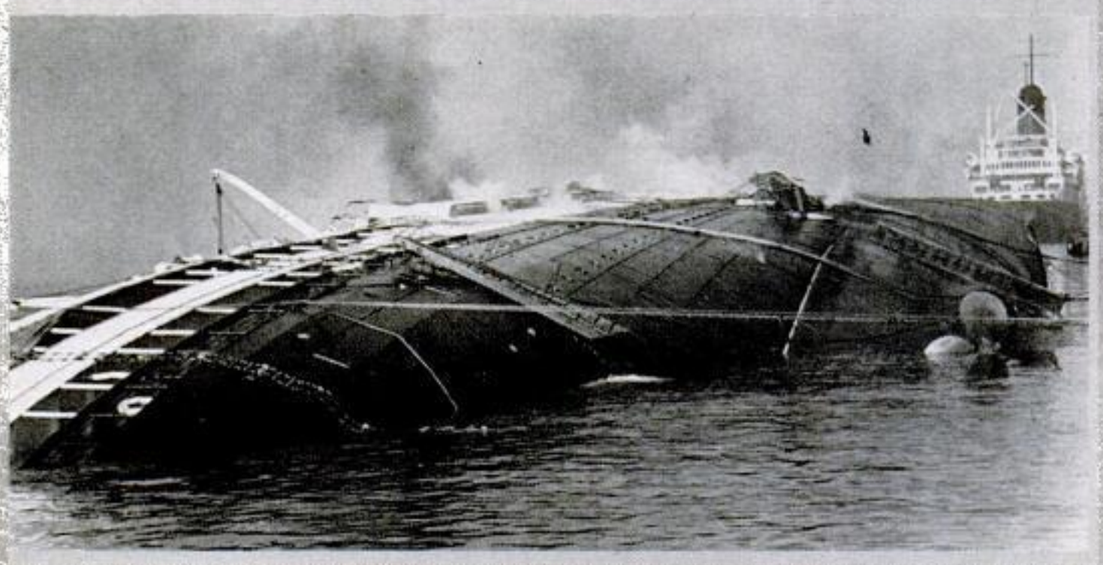
THE WATER-FILLED SHIP BEGINS TO HEEL OVER. WAKES LAST CABIN BOY



SOME OF THE HUGE HAWSERS STILL HOLD WHILE OTHERS HAVE SNAPPED



CLOUDS OF STEAM HISS FROM THE SHIP'S INNARDS. WILL IT EXPLODE?



RESTING IN THE MUD OF THE HAVRE HARBOR, THE "PARIS" DIES

HEIRS TO TWO SCANDINAVIAN THRONES MAKE THEIR FIRST VISIT TO THE U.S.

Greatest free attraction of the New York World's Fair are its royal visitors. In June the King and Queen of England are expected. Last week arrived Crown Prince Frederik and Crown Princess Ingrid of Denmark and Crown Prince Olav and Crown Princess Martha of Norway. No other visiting royalty could have enjoyed such a warm welcome. A recent FORTUNE survey shows that Americans number first among their foreign friends the English, next the Scandinavians.

The Danish couple arrived east on a special railroad car after visiting Los Angeles, the Golden Gate Exposition, Yosemite and Boulder Dam ("incredible"). Gifts on the way included a dark-blue Mercury from Henry Ford, a dark-blue Cadillac and synthetic stockings "made of limestone, coal, water and air" from General Motors. After a visit with President and Mrs. Roosevelt at Hyde Park, they opened the Danish Pavilion on May 2.

The Norwegian couple arrived on the S. S. *Oslofjord* on April 27. Approaching New York the liner sank a pilot ship. The Crown Prince was taking a bath and did not see the accident. Before opening the Norwegian Pavilion on May 1, they also visited Hyde Park. The Crown Princess straightway asked the President what he thought of Hitler's answer to his peace plan. Replied the President: "It left the door about an inch open."



Norway's Martha and Olav sailed up the Hudson on the President's yacht for Hyde Park visit. She is daughter of Prince Carl of Sweden and is cousin of Danish Crown Princess.

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The Danish Crown Princess, smart and pretty, receives flowers in Detroit from a little girl dressed in the costume of the Danish Junior Red Cross.



Denmark's Ingrid and Fredrik attended a Denver reception in formal evening dress. Crown Prince is 6 ft. 5 in. tall, is partly tattooed, writes music.



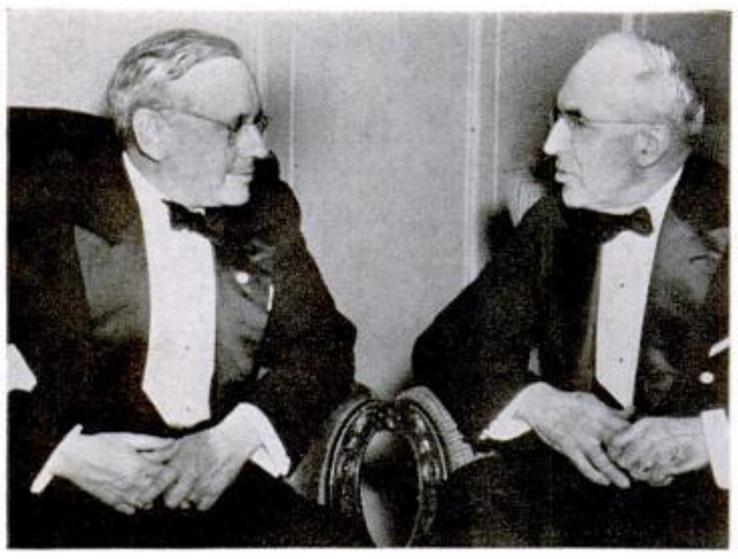
Chicago slums interested Crown Princess Ingrid, who was shown about by a social worker from Hull House (*left*). She is the only daughter of Sweden's Crown Prince Gustaf Adolf, who visited the U. S. last summer.

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U. S. METHODISTS UNITE TO FORM A GREAT NEW CHURCH

In Kansas City, April 26, delegates from the three major branches of the U.S. Methodist Church sat down to repair differences that had held them apart for 100 years. Their church first split in 1828 when a group of insurgents, failing to win a voice in administrative matters, seceded to form the Methodist Protestant Church. In 1844 a southern bishop, who had acquired slaves by marriage, was ordered to "desist from exercise of the office of bishop while this impediment remained." From the conflict that followed grew the Methodist Episcopal Church, South.

Today the northern branch of the church has 4,747,792 members; the southern branch, 2,911,283; the Methodist Protestant Church, 196,985. Since doctrinal issues do not divide them, delegates at Kansas City predicted that within a month 8,000,000 Methodists would be united under a single constitution to form the largest Protestant group in America.



Delegate Alf M. Landon (*left*) declared the unification conference might lead to a world-wide movement for peace.



Governor Dickinson of Michigan (*left*) led group from his State. He teaches Sunday School in home town, Charlotte.

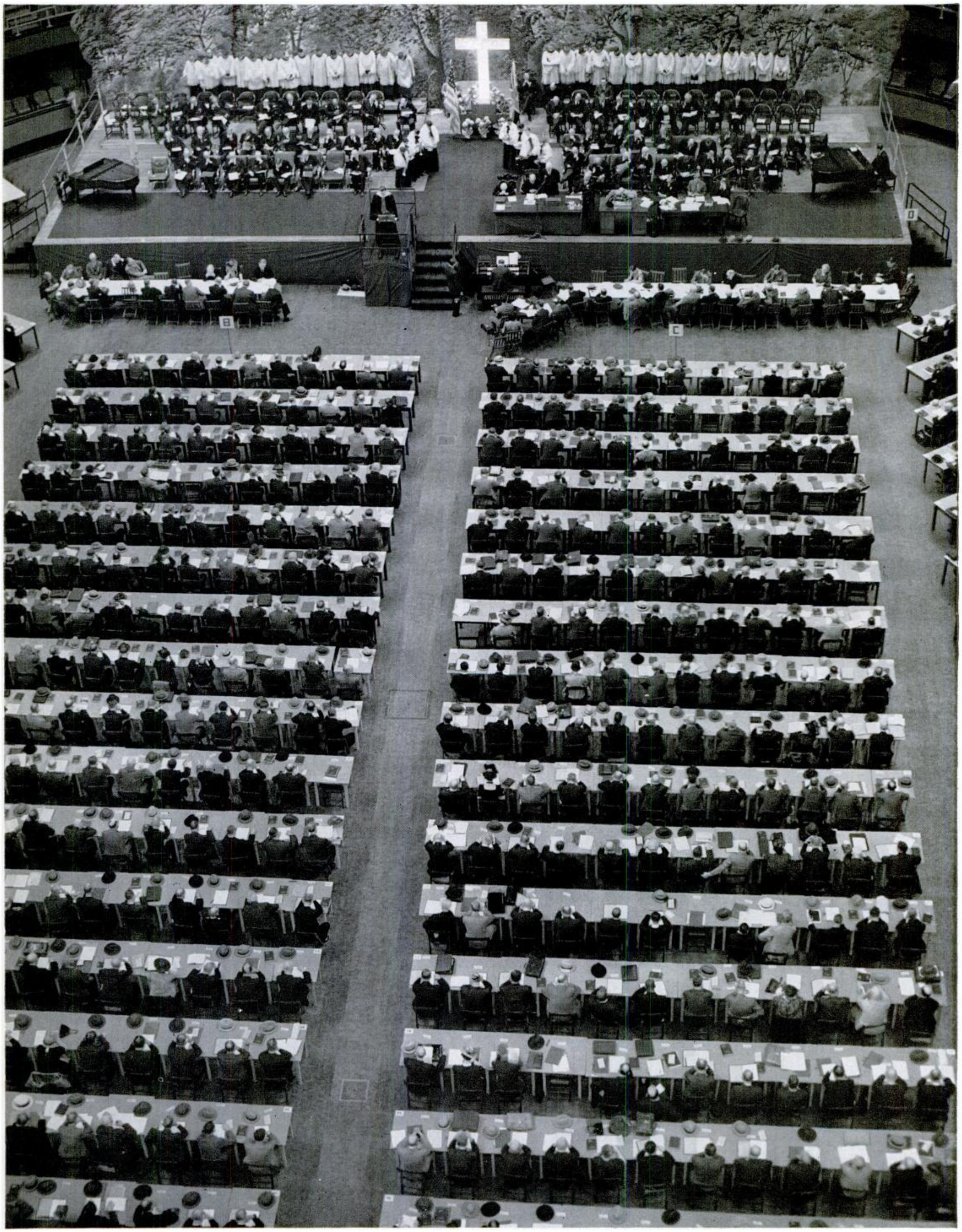


British and Indian delegates were among "fraternal messengers" from abroad. English Methodists united in 1931.



Leaders of three branches pledged unity: Bishop Straughn of Methodist Protestants; Bishop Hughes of Methodist Episcopal Church; Bishop Moore of Southern Methodists. Dr. Straughn is first bishop his branch has had in 111 years.

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Nine hundred delegates filled the floor of Kansas City's Municipal Auditorium at opening of the Methodists' great unification conference. On the platform sit 36 bishops of the northern church; 15 bishops of the southern branch; and the new bishops of the Protestants. Figures in white surplices are singers from Boston University and boy trumpeters.

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A PEACE LIKE DEATH SETTLES OVER THE WAR-WEARY CAPITAL OF SPAIN

The Spanish War between brothers and provinces and political faiths is over. The tumult has died, though the foreign captains have yet to depart. The battlefield is left to the Spaniards. The pictures on these pages show what remains of Madrid after 32 months of civil war. Before the war, Madrid was finishing one of the most advanced educational centers in the world—University City. Little-noticed, Spaniards here led the world in the anatomy and pathology of the nervous system and were in the forefront of cancer research. Some $25,000,000 had been spent. The French had contributed a home for French art students, the Casa de Velásquez (*opposite page*). The Nationalists won half of University City; the Loyalists the other half. Not much remains.

In the peace that follows modern war, Madrileños wander now along their pocked streets, rioting for cigaret butts and bread. The "victory parade" of Generalissimo Franco is long overdue but the Nationalists say that Madrid is not yet a fit background for it. Engineers are doing what they can to spruce up the ruined city, while secret police arrest active Loyalists and social workers feed the rest. Spanish estimates of the war's destruction total $1,000,000,000.



THE RUINED SHELL OF MADRID'S UNIVERSITY CITY STANDS STARK AGAINST THE SKY



BULLET-PITTED LAMPPOST LIES ACROSS TRENCHES ALONG GALICIAN ROAD



STONE PRIEST AND SANDBAGS GUARD ENTRANCE TO MADRID'S TOLEDO BRIDGE



POOLS OF RAIN WATER FILL THE SHELL HOLES IN THE UNIVERSITY'S WIDE ROADS



DAYLIGHT SHOWS THROUGH THE NATIONAL INSTITUTE OF HYGIENE OF ALFONSO XIII



MUD, WRECKAGE, CRATERS AND SMALL SURVIVOR FILL CALLE BLASCO IBAÑEZ



AN OLD TRENCH, WITH RADIATORS FOR DUCKBOARDS, BEFORE CASA DE VELASQUEZ



WEST PARK GATE IS HUNG WITH FRANCO NOTICE TO "HOLD FIRM!"



STREETS ARE BLOCKED BY THE FORMIDABLE BARRICADES OF THE LOYALISTS



THE LIVING HAVE BEEN TOO BUSY TO REMOVE WHAT IS LEFT OF A SPANIARD

BIGGEST STATE DEDICATES NATION'S BIGGEST MONUMENT



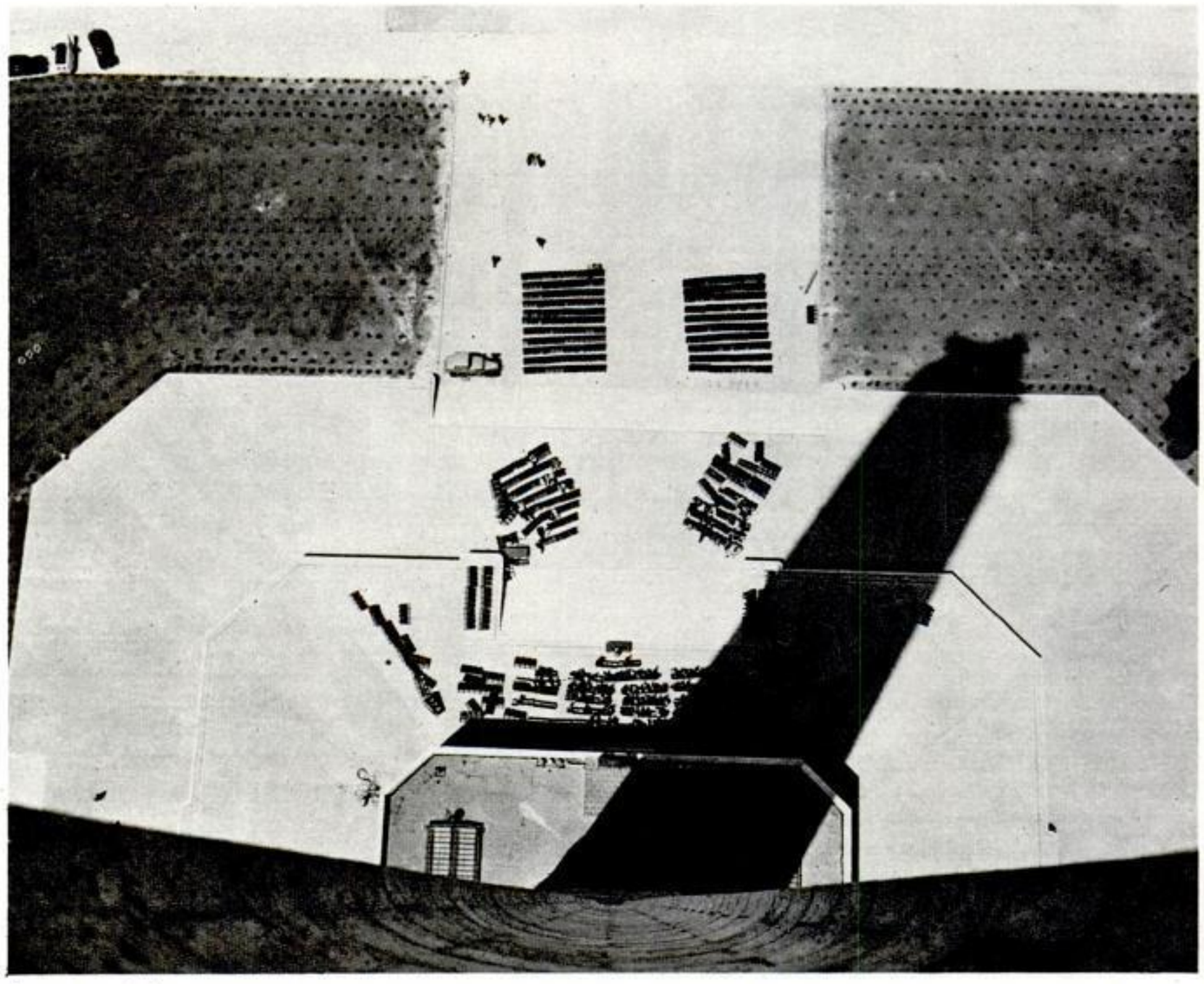
SAM HOUSTON

Sprouting yellow and lean from the Texas flatlands, the nation's tallest monument was dedicated April 21 at famed San Jacinto battleground. There, 103 years ago, Sam Houston and 800 frontiersmen defeated the Mexican general Santa Anna and 1,000 veterans. The battle lasted just 20 minutes. Houston lost only nine men. But San Jacinto has been called 16th among the decisive battles of history because it freed Texas from Mexico and opened to American expansion the vast territories of the Southwest.

On the 100th Anniversary of San Jacinto, ground was broken for the tall memorial. Golden buff limestone was quarried near Austin and spired 567 ft. high—12 ft. higher than the Washington Monument. Three years' work and over $1,000,000, furnished jointly by State and Federal governments, went into the shaft, base building, park and lagoon.

Guest of honor at the ceremony was crusty Andrew Jackson Houston, 85-year-old son of Sam. When photographers asked him to pose beside an oil painting of his father (*inset, above*), hanging in the museum at base of the monument, he barked: "What! Pose with that horrible caricature? Certainly not!"

The San Jacinto Monument rises from the center of San Jacinto battlefield. The huge Lone Star at summit is 35 ft. high, 27 ft. thick, weighs 220 tons. In front of shaft is a reflecting pool, at rear an amphitheater.



From top of the monument, people and automobiles at its base dwindle to specks. A single elevator takes sightseers to observation windows. Trip takes 95 sec., costs 25¢. View from summit extends to Houston (22 mi.), Galveston Bay and over shimmering miles of open flats. Shaft rises from a square base building which will contain paintings, statues, relics of Sam Houston, Stephen Austin, Davy Crockett, other Texas heroes.



Andrew Jackson Houston, the last survivor of Sam's eight children, endured ceremonies with critical detachment. Even Molly O'Daniel barely nicked his armor. A retired general of the National Guard, he draws pay as honorary caretaker of battlefield.

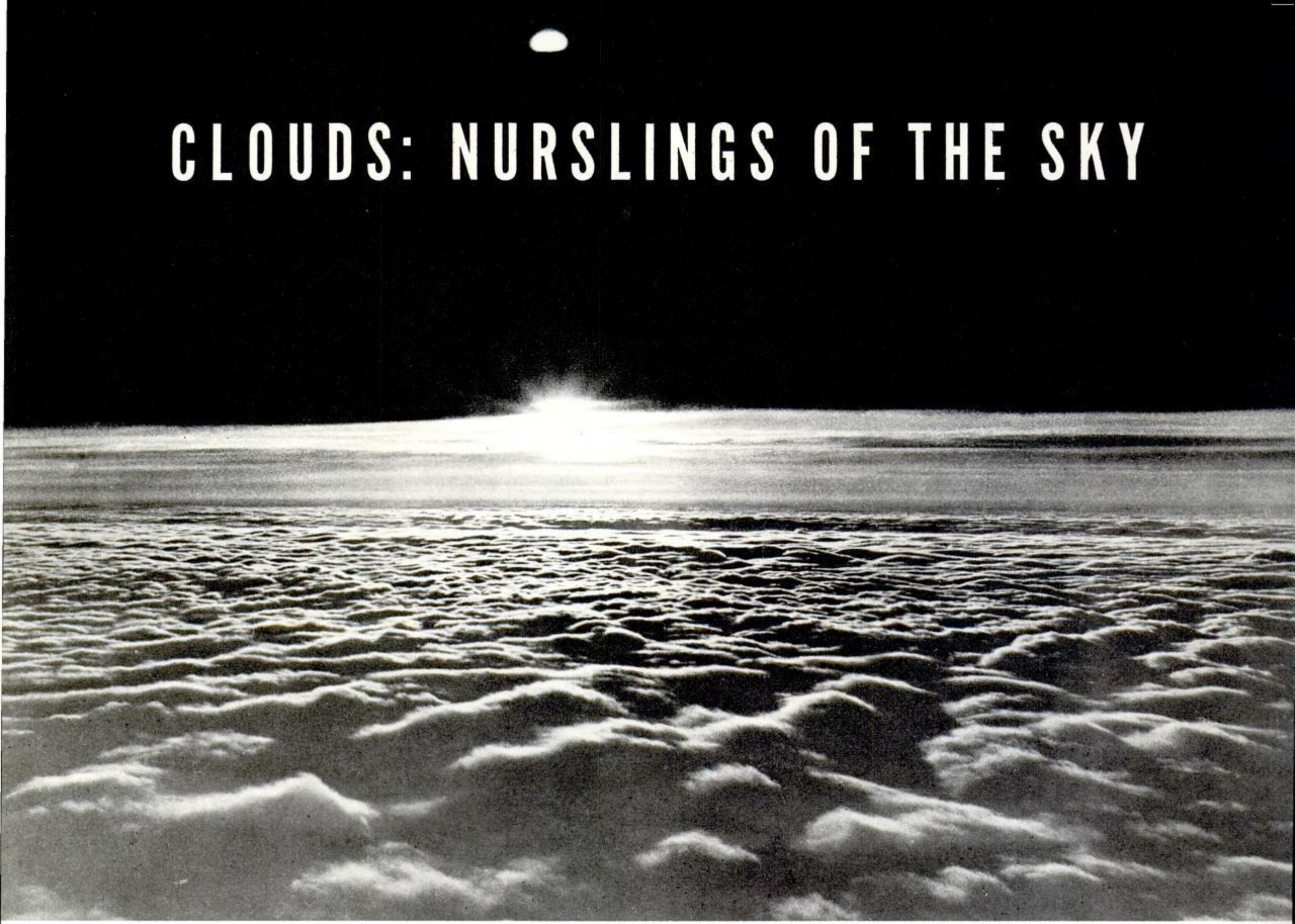
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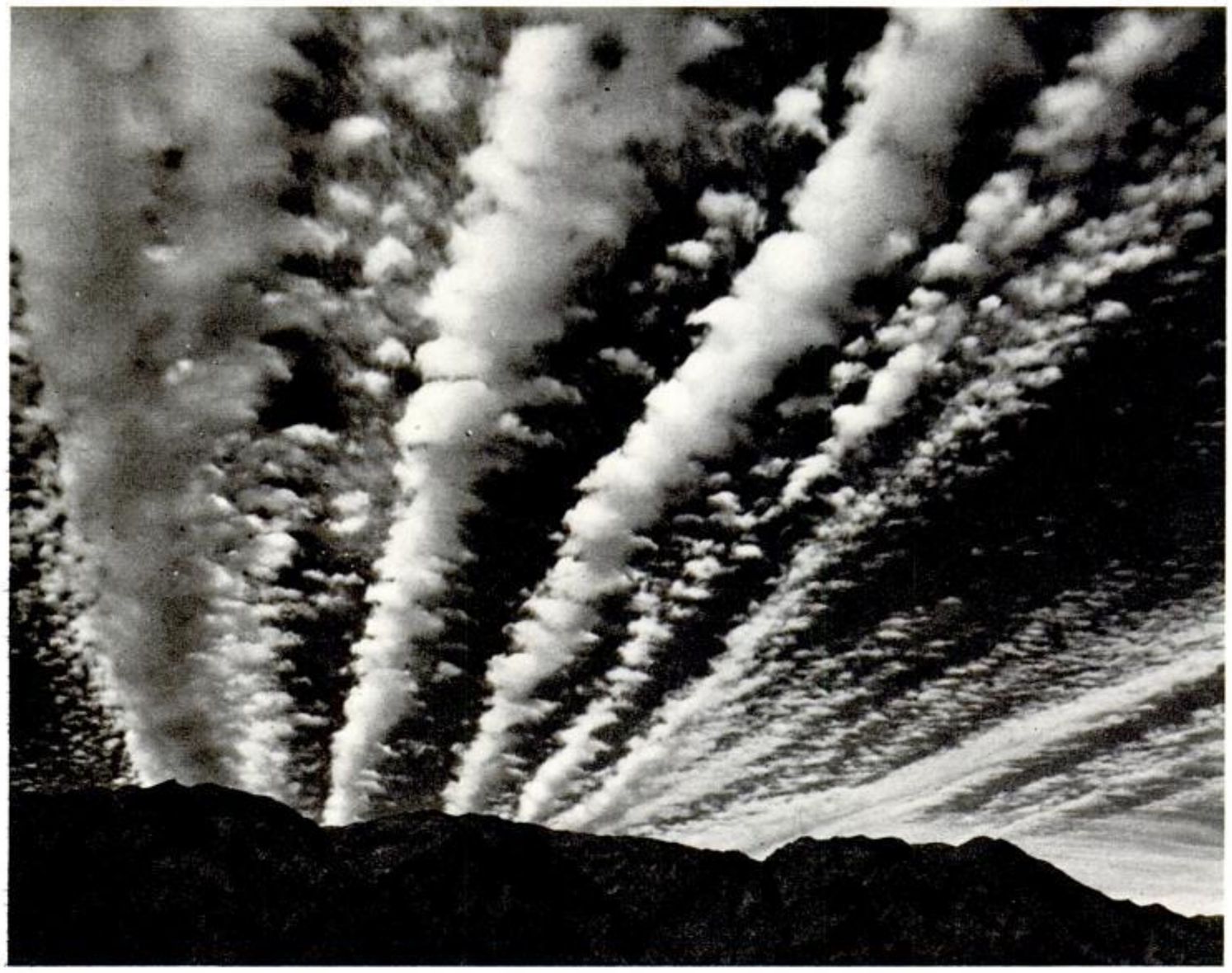
Sam Houston's granddaughters, the Misses Ariadne and Marguerite Houston, fluttered timidly in the background, ducking official honors, and dodging photographers until they sighted an Indian from a nearby reservation. Both then eagerly agreed to pose between the Indian (*right*) and the Rev. J. W. E. Airey, chaplain of the Frontiersmen's Association. The Misses Houston are the daughters of Andrew Jackson Houston by his first wife. During their school days they became Catholics, recently converted their father. Eccentric, shy, old-fashioned, they keep house for him at La Porte, Tex., help him guard the valuable Houston manuscripts which he declines to release to historians.

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CLOUDS: NURSLINGS OF THE SKY



TO TRANSCONTINENTAL AVIATORS THIS IS A COMMON WINTER SCENE: GRAY STRATUS CLOUDS, 7,000 FEET UP, HIDE THE EARTH FROM VIEW. DEAD AHEAD THE SUN SETS



"Sheep-herd sky" is sign of fair weather. After rain has passed, the sky is striped with these alto-cumulus clouds. The sequence of clouds preceding a rainstorm is 1) cirrus, if against a slate sky; 2) cirro-stratus, which gives the sun and the moon halos; 3) alto-stratus, through which the sun shines wanly; 4) stratus, a level gray; 5) nimbus, which drops rain; 6) fracto-nimbus, or gusty "scuds," as rain ends. These types are shown on the following pages.

THEY ARE A POET'S DELIGHT AND AN AVIATOR'S GUIDE

Besides being a good poet, Percy Bysshe Shelley was an accurate meteorologist. No scientist can quarrel with the physical facts he gives in *The Cloud:*

I am the daughter of Earth and Water,
And the nursling of the Sky;
I pass through the pores of the ocean and shores;
I change, but I cannot die.
For after the rain, when with never a stain,
The pavilion of heaven is bare,
And the winds and sunbeams with their convex gleams
Build up the blue dome of air,
I silently laugh at my own cenotaph,—
And out of the caverns of rain,
Like a child from the womb, like a ghost from the tomb,
I arise, and upbuild it again.

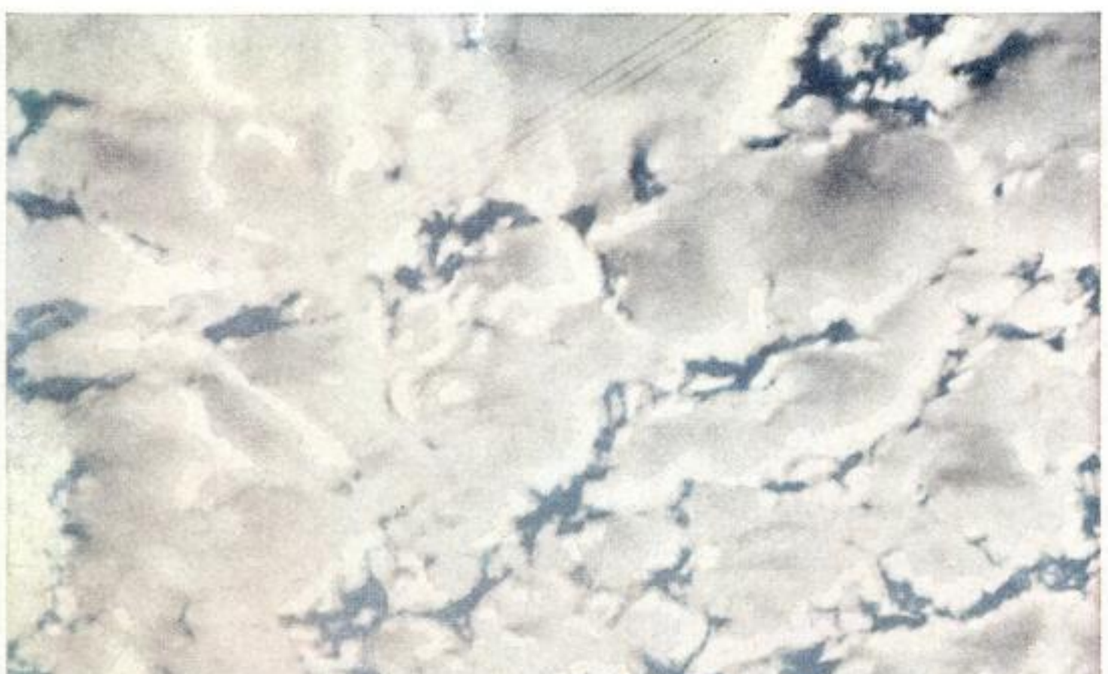
Like all manifestations of weather, clouds result from nature's unending struggle to keep herself in balance. The sun heats the earth's surface unevenly. Air is warmer in some places than in others. To balance temperatures, air circulates as wind. Cold air moves to warm spots, pushing warm air up. As warm air rises, it takes moisture with it. Moisture cools and condenses at higher levels. When it condenses sufficiently to become water, it forms a cloud.

Today, the aviator studies clouds as weather guides: the gray, glaring stratus beneath him which hides the earth; the towering cumulo-nimbus whose core of hail and violent updrafts he must dodge; the wedge-shaped nimbus which warns of a cold front.

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This nimbus cloud was photographed just after the lower part had condensed and turned into rain. The picture, taken near Amarillo, Tex., shows the first shower in that arid area for eight months. Because the precipitation occurred over such a narrow area it looked almost like a "twister." Nimbus clouds, also called "thunderheads," are heavy masses piled up in form of mountains, turrets or anvils. Local showers usually fall from their base. As the rain falls, the edges of the clouds separate and look like the feathery cirrus. The rain itself is formed by the condensing of the moisture in the atmosphere around tiny electrified particles, ordinary dust or other small things.



Alto-cumulus clouds form these dappled skies. When cumulus are near the earth, they are heaped in great masses. As they increase in altitude they take on the wavy pattern of the "mackerel sky" caused by air eddies, and at 13,000 ft. break into small globes or flakes as shown here. They usually appear in calm summer weather when the humidity is low.



At the end of a shower, clouds change and though it is still raining, sunset rays pierce the cloud banks and specks of blue sky are visible. The thick dark cumulo-nimbus (*middle left*) which caused the shower is beginning to give way and the flimsy alto-stratus appears at center. The photographer had an umbrella held over her head as she took this picture.

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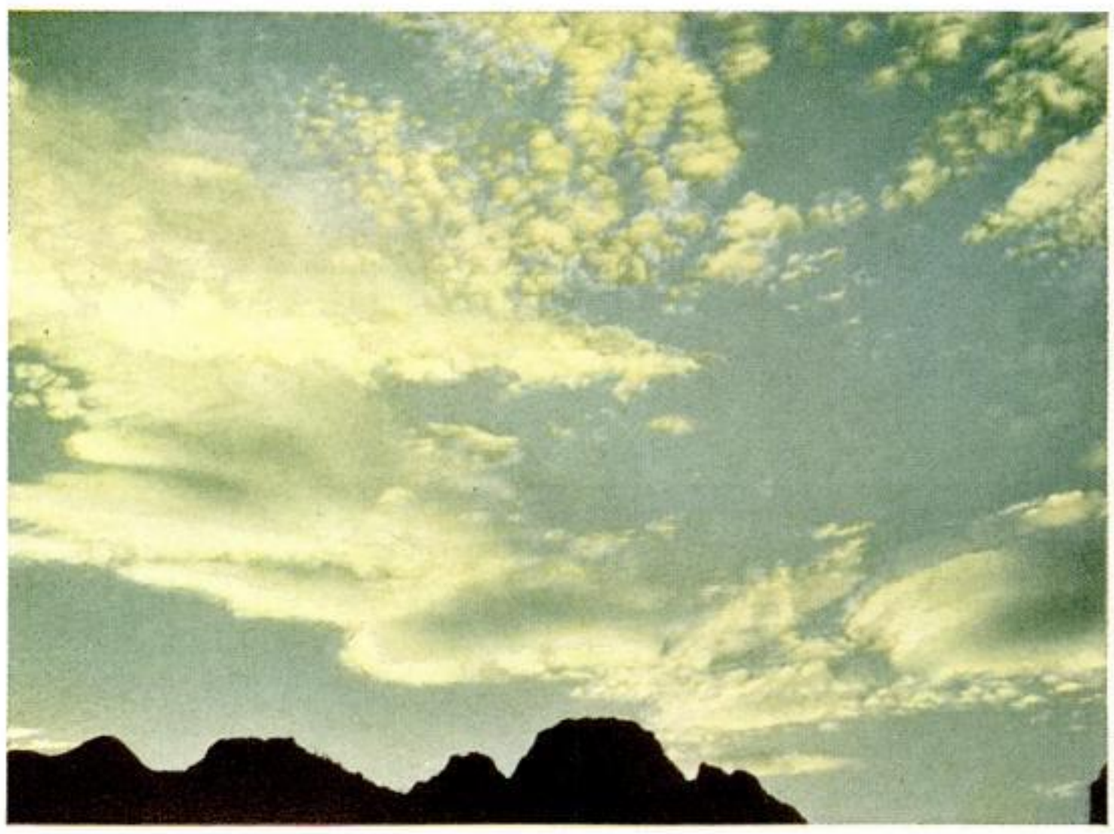
Clouds (continued)



Alto-stratus sheet is a wispy, fibrous, blue or gray veil about 13,000 ft. high. Under it and just topping these mountains in Utah are heavy cumulus rolls. Snow may fall from an alto-stratus but rarely rain. The moon, when obscured by this cloud, looks like a ground-glass disk. Through this type of cloud you can sometimes see the corona of the sun.



Cumulus banks are typical of midsummer. Little boys in literature lie on their backs gazing at these clouds and wishing they could lie on such fleecy, billowy pillows. Less romantic people simply call them woolpack or cauliflower clouds. Formed during the heat of the day, they evaporate and disappear completely as temperature goes down at night.



Lenticular cumulus clouds photographed at Zion National Park in Utah are streamlined. They are nearly always seen above mountains and high plateaus, are constantly shifted and molded by the wind and look like cigars. Usually their windward edge is sharper than the leeward edge, from which small cloud flakes frequently break off and evaporate.



Tufted cirrus clouds, often called "mare's tails," have a featherlike structure. They float at altitudes of 30,000 to 40,000 ft., are composed of ice crystals which make them very transparent. Though they nearly always are signs of fair weather, they sometimes warn weathermen of the approach of the center of a cyclone. The wind gives them plumed appearance.



Sunset clouds bring forth more ecstatic eulogies from authors, painters and poets than any other phenomenon of nature. Their colors are caused by dust and dirt or ashes from volcanoes and forest fires, which combine with particles of water in the air. This haze stops blue light, lets the red light through. Hence the orange-red color of sunset clouds.



These undulated alto-stratus clouds were photographed at sunset near Los Angeles. Close to the horizon are small alto-cumulus which are merging into the denser alto-stratus sheet. The former are often followed by rain. The setting sun is red even when there are no clouds because its rays have to pierce a thicker layer of haze than they do at noon.

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THIS LONG NIMBUS CLOUD MARKS THE ACTUAL EDGE OF A "COLD FRONT." THE CLOUD IS MOVING TO THE RIGHT. AT ITS FAR END, RAIN IS FALLING

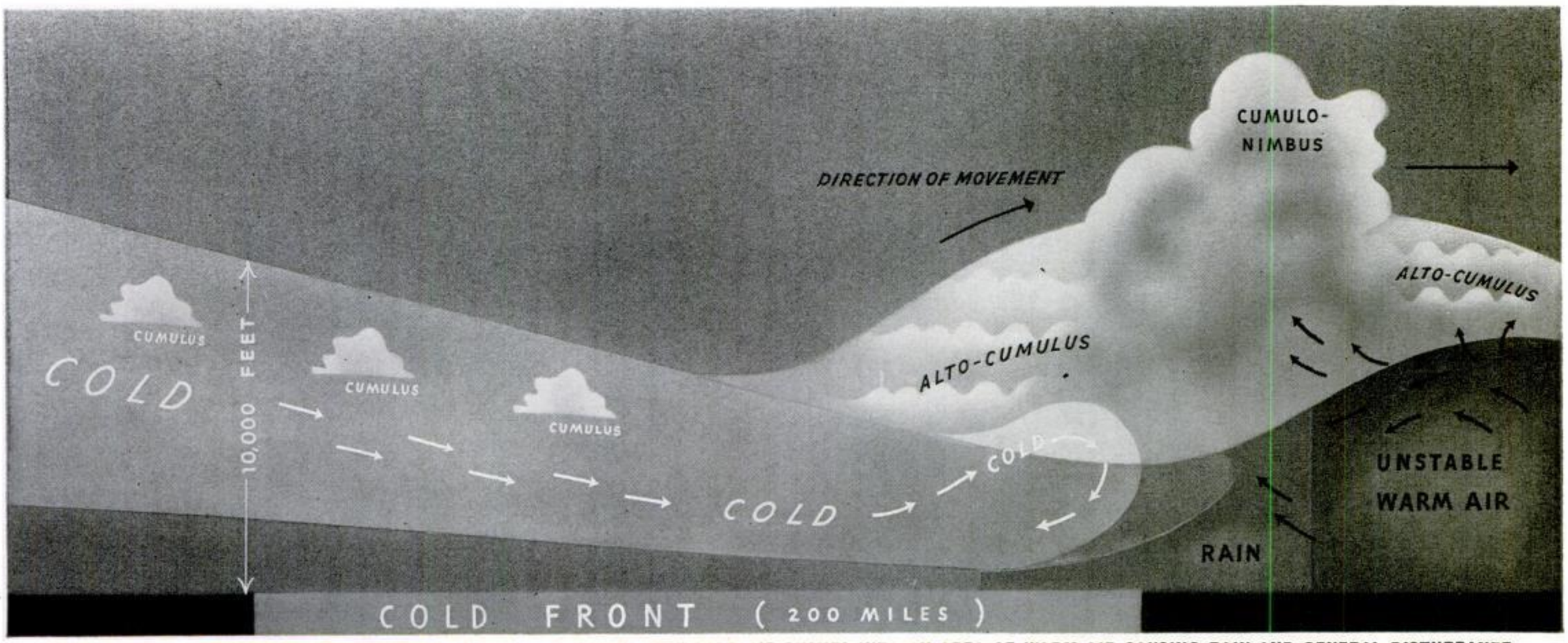
A COLD FRONT

An airline pilot confronted with the scene above would quickly translate it into the diagram below. The long cloud stretching across the photograph shows the approach of a "cold front." A mass of cold air is wedging into an area of warm air. When this happens, a weather disturbance inevitably occurs.

Here the disturbance takes the form of a sudden violent rainstorm. In the warm area, fair weather alto-cumulus clouds have been floating. But the cold front transforms the gentle cumulus into the dread cumulo-nimbus (thunderheads) in which hailstorms and thunderstorms rage (*see next page*). To pilots the approach of a cold front is a sign of possible danger. Inside the cumulo-nimbus there is always great disturbance. The air eddies violently upwards. The hail pelts so hard that it can dent a plane's wings.

The pilot, nearing the cold front, always flies high, trying to get over the top of the cumulo-nimbus. Sometimes these tower 25,000 ft. into the sky and the pilot must go either around the cloud or through its edge. He always avoids the cloud's turbulent core and never ducks beneath it because there he would find rain and a low ceiling. In summer, the cold front may produce sudden fog. In winter, it causes ice to form on wings.

Once past the cold front, however, the pilot finds good flying weather. The air is clear and smooth. The only clouds he sees are the scattered cumulus, remnants of the storm he has just passed through.

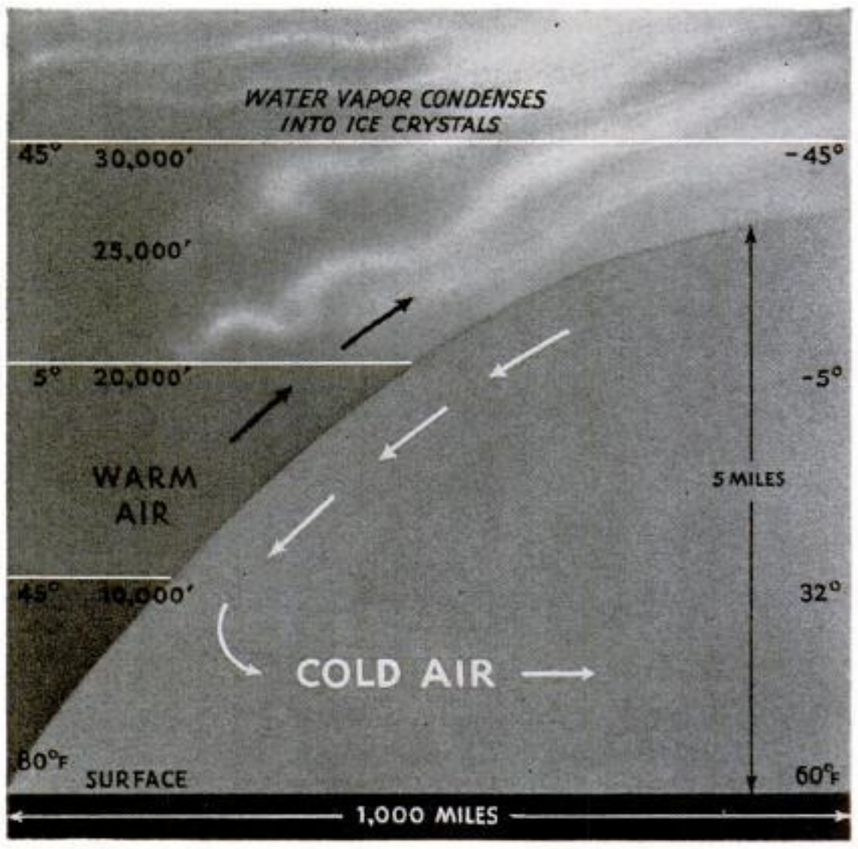


THIS DIAGRAM EXPLAINS THE PHOTOGRAPH AT TOP. IT SHOWS HOW COLD AIR PUSHES INTO AN AREA OF WARM AIR CAUSING RAIN AND GENERAL DISTURBANCE

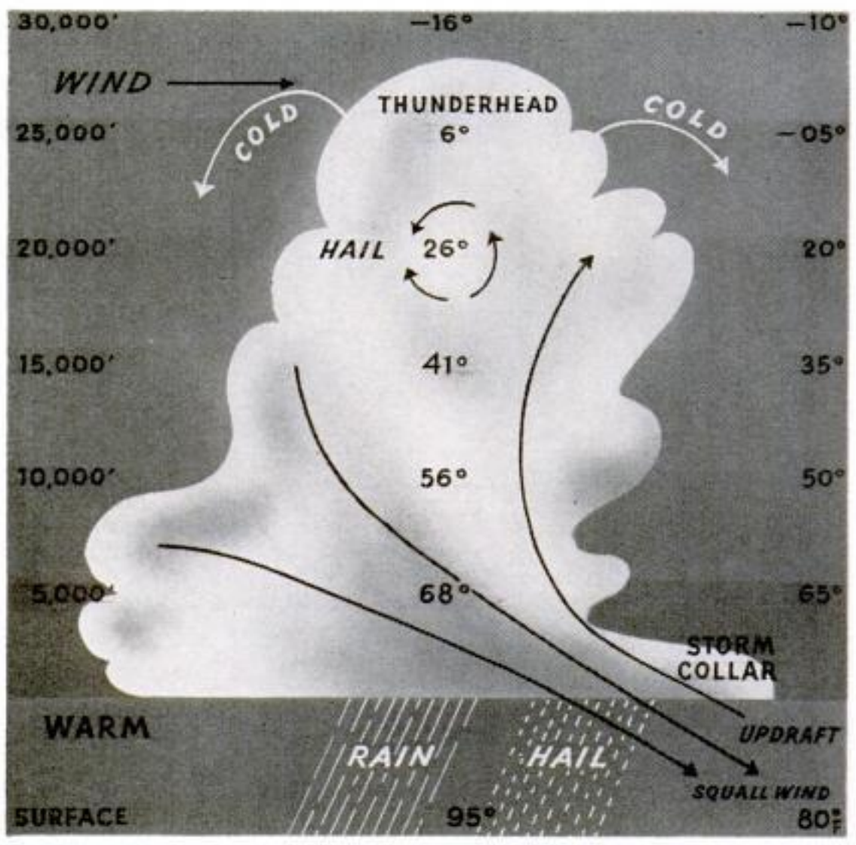
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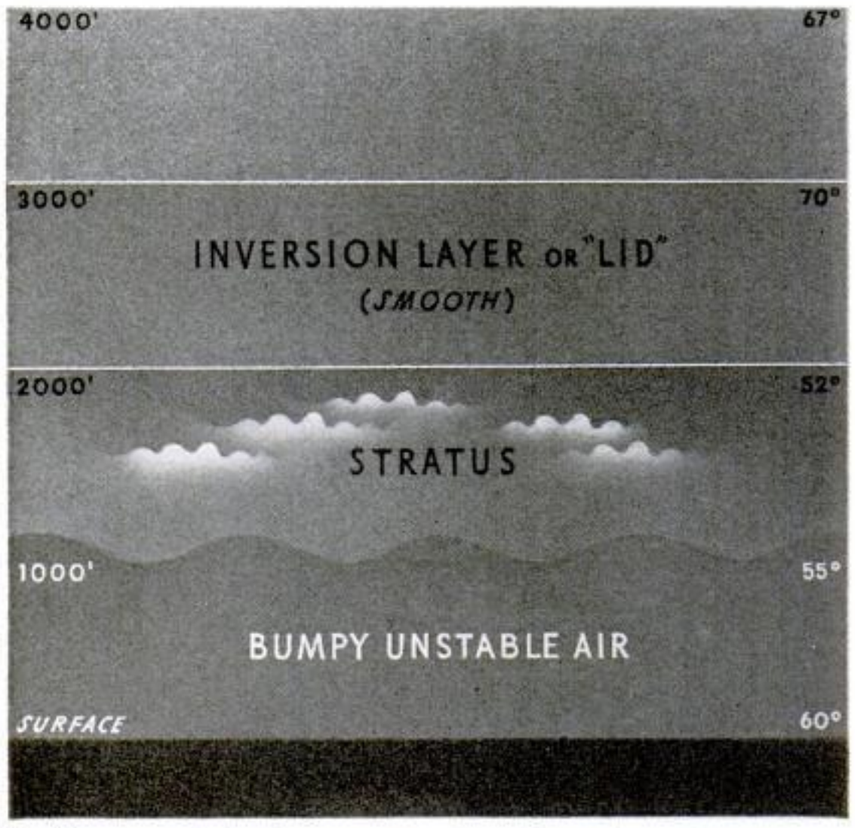
Clouds (continued)



Cirrus forms when warm air meets cold air and overruns it. Forced up over the cold mass, warm air ascends farther and farther as it travels into colder regions (*note temperatures at right*). Its vapor freezes quickly. Steady winds can blow cirrus 1,000 mi. from place of origin.



Cumulo-nimbus forms when a cold front meets warm area. The cloud becomes a gigantic chimney, enclosing a fierce updraft. Pushed into low temperatures, the moisture freezes into hail. The hail drops, is caught in the updraft, forms a whirling hailstorm inside the cloud.



Stratus clouds lie level over warm air. Warm air continues to rise as long as it meets progressively lower temperatures. Sometimes the temperature goes up instead of down—as above where upper layer is 70° F., lower 52°. This acts as a lid, keeps it from rising farther.



A transparent film of ice is a cirrus cloud. The sun and moon shine right through its delicate, hairlike wisps. If the sky behind is blue, it presages fair weather. Otherwise it is almost a certain sign of rain in 24 to 48 hours.



Thunderhead is common name for cumulo-nimbus, which is a fair-weather cumulus cloud transformed into a nimbus or rain cloud. Below are stratus clouds photographed from above. High up in the heavens are alto-stratus.



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A Beauty in Any Setting

In Style, Size, Performance and Economy—Plymouth is THE MOST FOR LOW PRICE!

EVERYWHERE—North, South, East, West—Plymouth stands out as the most beautiful low-priced car ever built! And it's by far the best buy *in every way!*

Plymouth is much bigger and roomier than other leading low-priced cars. It's full-powered, too, and famous for economy!

Plymouth has the ride-smoothness of Amola Steel coil springs and Floating Power engine mountings. It has the world-famous safety of time-proven Hydraulic Brakes . . . a new driving "feel" in True-Steady steering.

Easy to own... your present car will probably represent a large proportion of Plymouth's low delivered price... with the balance payable in surprisingly low monthly instalments.



PLYMOUTH HAS THE SMOOTHNESS of Floating Power engine mountings... the safety of time-proven Hydraulic Brakes and a completely rust-proofed Safety-Steel body.

Of the leading low-priced cars, Plymouth is roomiest, biggest—5 inches longer than one; 6 inches longer than the other!

***Every* Plymouth model has the same big, 82-h.p. "L-head" engine for full power *plus* economy.**

The only leading low-priced car with the steering-post gear shift as standard equipment in De Luxe models at *no extra cost.*

Plymouth is the only low-priced car with independent coil springs standard *on all models.*

The only low-priced car with a "safety signal" speedometer.

TUNE IN MAJOR BOWES' AMATEUR HOUR, C.B.S. NETWORK, THURS., 9-10 P.M., E.D.S.T.



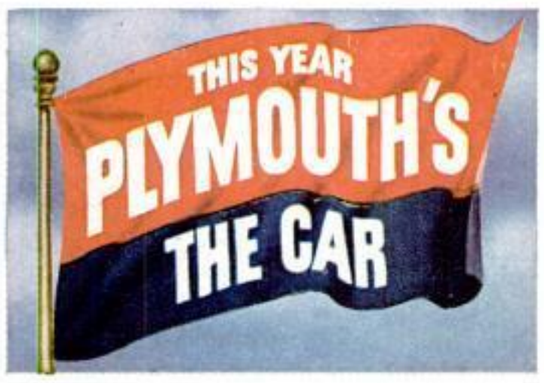
STANDARD EQUIPMENT on "De Luxe" models—Perfected Remote Control Gear Shifting with Auto-Mesh Transmission.

Low Prices Include: "Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray front and rear, sun visor, safety glass and big trunk space (19.6 cubic feet).

Plymouth "Roadking" models start at $645; "De Luxe" models slightly higher. Plymouth prices include all federal taxes. Transportation and state, local taxes, if any, not included. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"



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"I'm rarin' to go to the Kentucky Derby...in 1942!"

MAYBE it sounds pretty cheeky of him—a mere 4-months-old youngster—to be talking about running in the Derby three years from now...

But if you only knew what famous thoroughbreds his ancestors were—how many champions have combined and passed on to him *all* the qualities that go to make a Derby winner—well, we think you'd admit he *will* be there at the starting post in 1942!

And just as you look for *a combination of virtues* in a Derby winner, so you find that it takes a *combination of virtues* to make a champion *whiskey* like Four Roses...

Four Roses, you see, is a superb combination of *several* selected whiskies. *Even the youngest of these whiskies is 4 years old*—all are old enough to be bottled in bond, if we thought they would be as good, sold separately that way.

But instead, we prefer to bring these distinguished whiskies together—to unite *all* their virtues in one whiskey that is finer still. Four Roses is ALL whiskey—purposely reduced to 90 proof to make it *lighter...milder.*

If you and Four Roses are not already old friends, we can't think of any better time to get acquainted with this matchless whiskey than on Derby afternoon ...at the track, at your favorite bar, or home beside your radio. And while some thoroughbred is proving *its* supremacy, we think Four Roses will be proving to you that it's America's Finest Whiskey!

Frankfort Distilleries, Inc., Louisville and Baltimore.

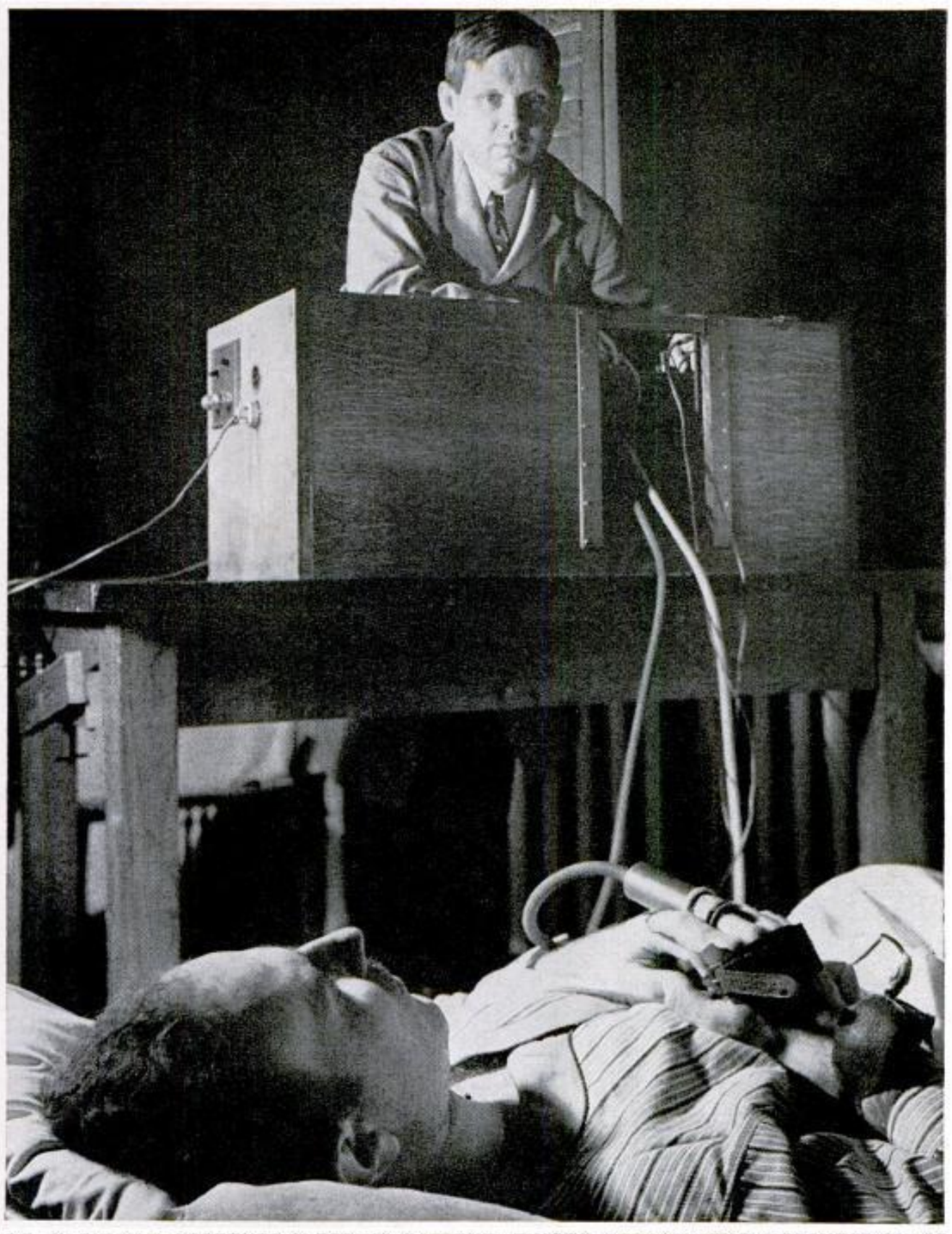


FOUR ROSES

EVERY DROP IS WHISKEY
AT LEAST 4 YEARS OLD

A BLEND OF STRAIGHT WHISKIES—90 PROOF—THE STRAIGHT WHISKIES IN FOUR ROSES ARE FOUR YEARS OR MORE OLD

SCIENCE



DR. KLEITMAN OBSERVES SLEEPING PATIENT. FINGER ATTACHMENT MEASURES PULSE

CHICAGO PHYSIOLOGIST STUDIES SLEEP

FINDS MOST POPULAR IDEAS ARE WRONG

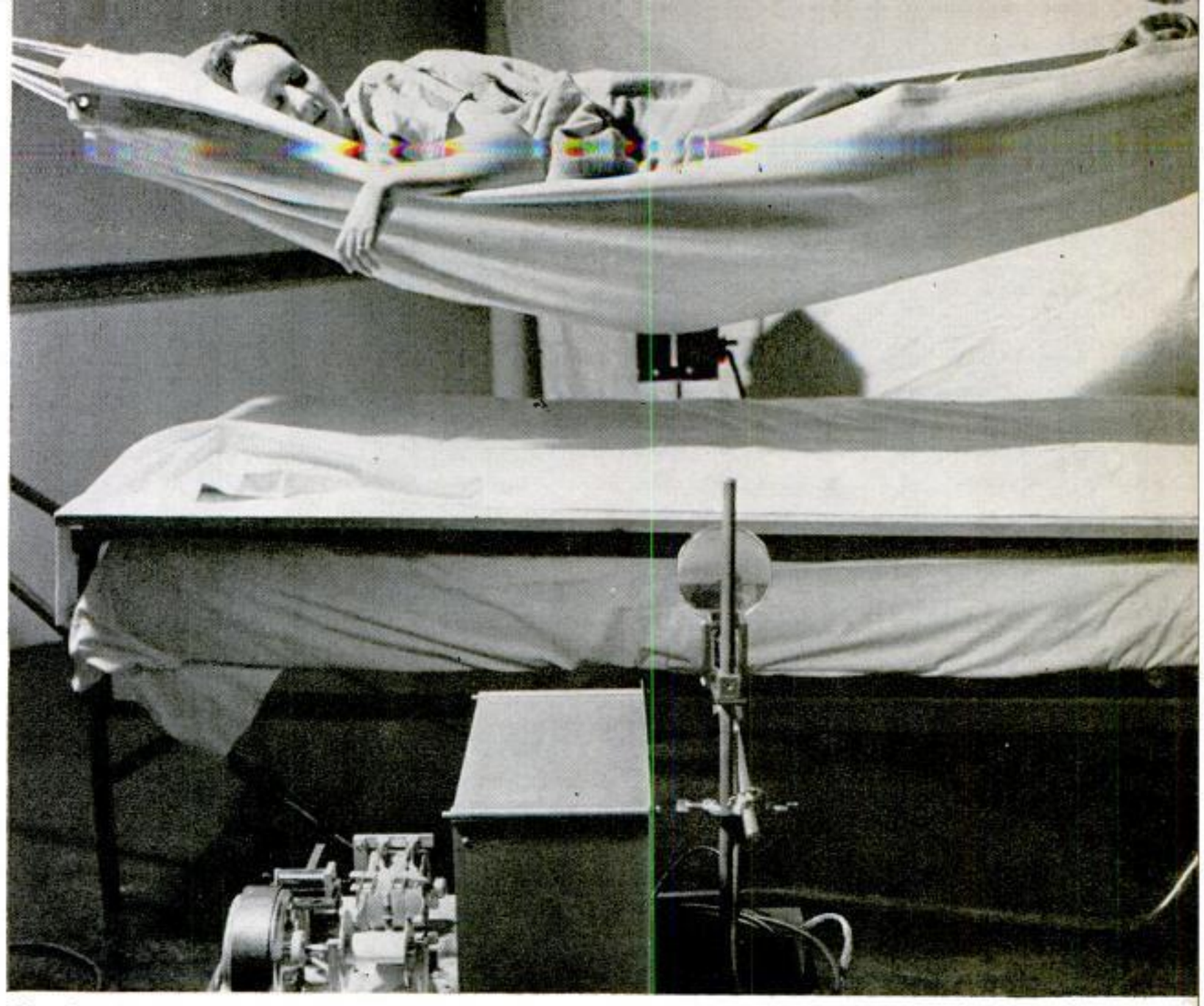
Shy, scholarly Dr. Nathaniel Kleitman is probably the world's greatest authority on sleep. This month the University of Chicago Press will publish *Sleep and Wakefulness*, a vast scientific treatise in which he gives the results of his study of 8,000 nights of sleep.

Possibly the greatest value of his book is that it debunks most accepted theories and popular beliefs on the subject. To Dr. Kleitman, sleep is simply caused by a break between the highest functional centers of the brain and other parts of the nervous system. Thus sleep from fatigue is due to the fact that the neuro-muscular mechanism gets tired, relaxes and fails to send impulses to the brain.

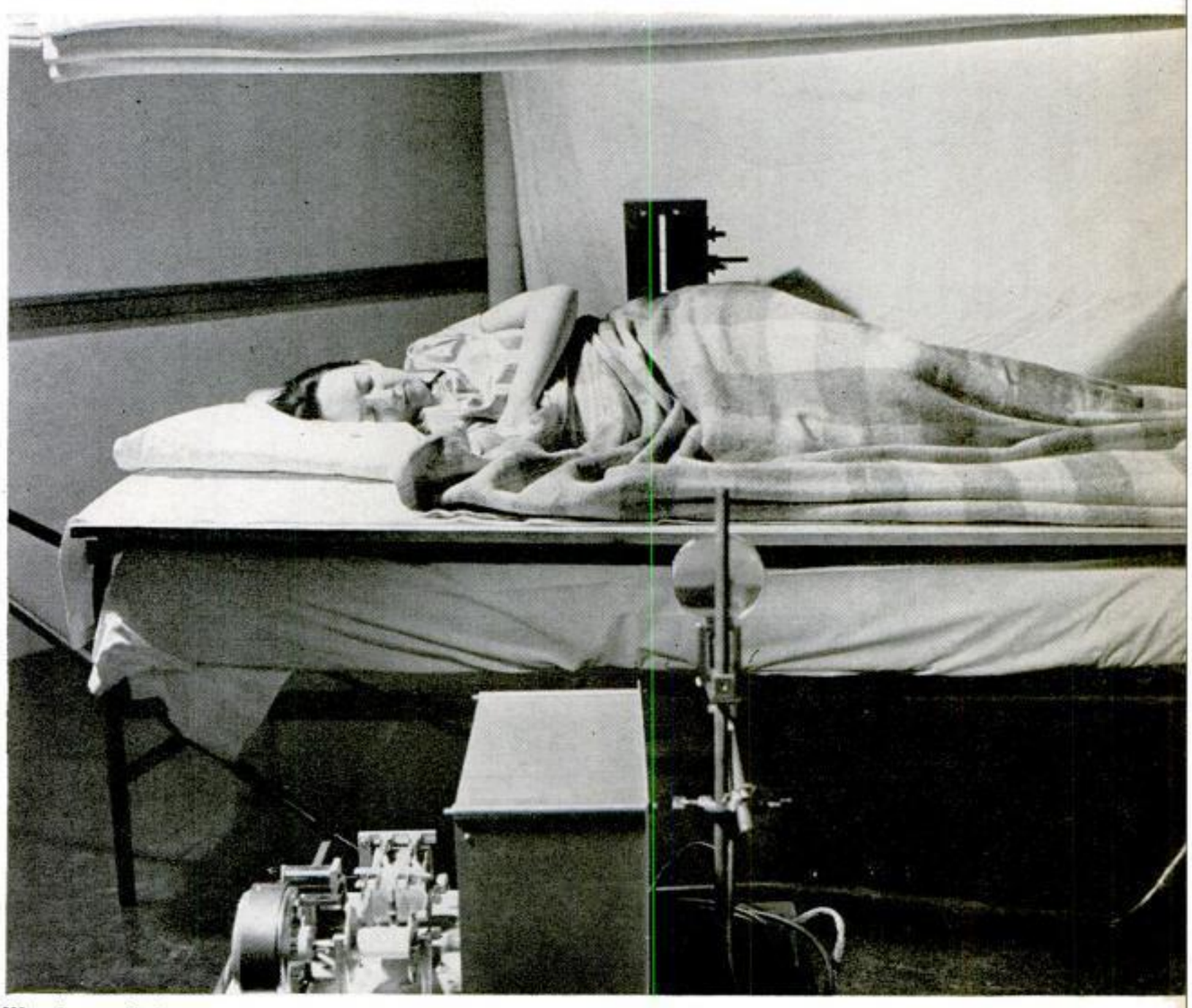
Dr. Kleitman has tested subjects on pallets, hammocks and beds; he has recorded their pulse, blood pressure and breathing; he has measured the number of minutes a man spends moving around during the night and the amount of noise needed to waken him. Analyzing his compilations, he finds that there are only four rules to sleeping. They are: 1) minimize outside stimuli (sound and light), 2) sleep at least six hours a night, 3) go to sleep at approximately the same hour every night, 4) do not eat just before sleeping.

What position you sleep in, what type of bed you sleep in and whether you have fresh air or not are mainly matters of individual requirements. There is no apparent advantage to being a deep or light sleeper. Probably a combination of the two is best.

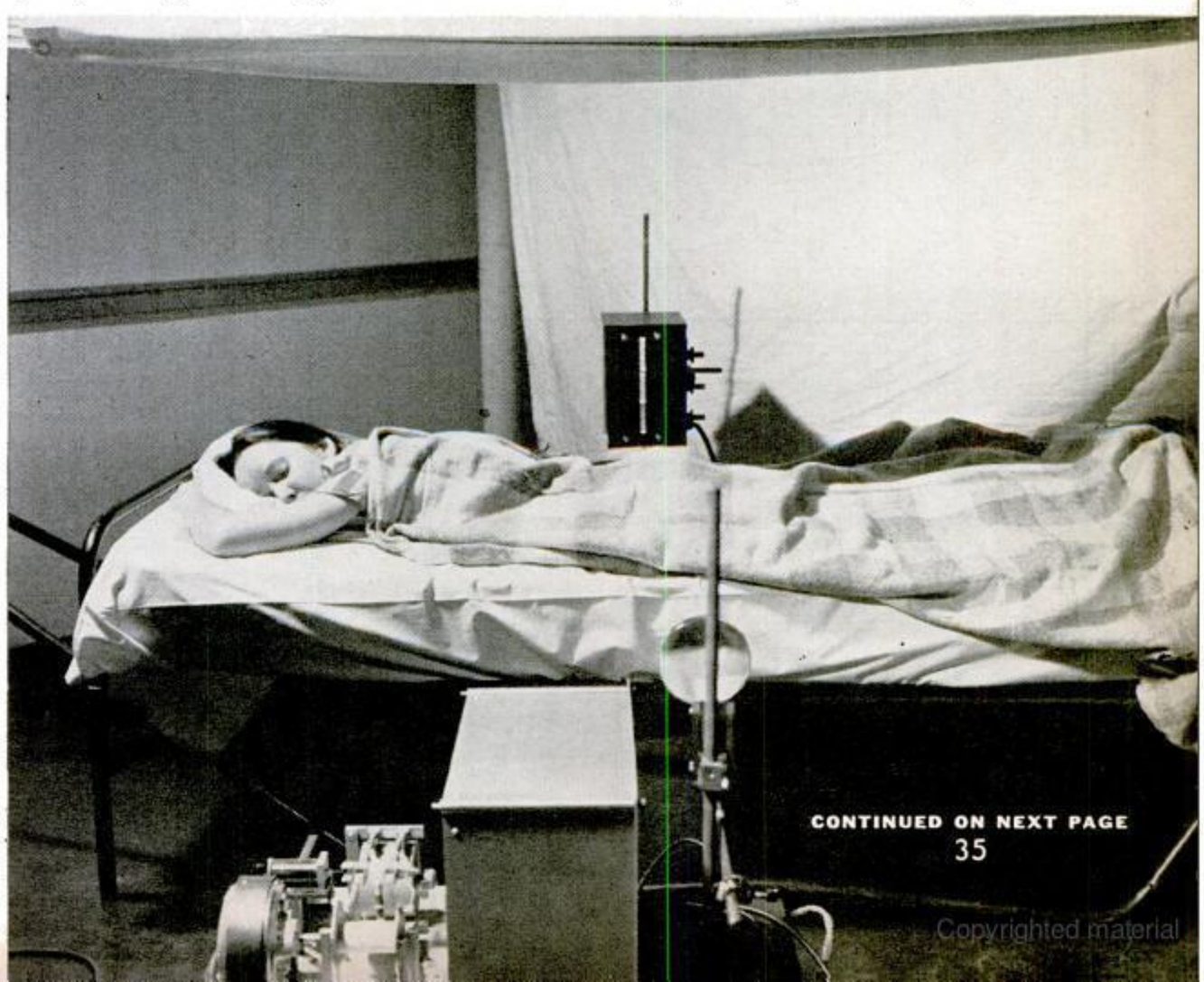
Another theory that Dr. Kleitman has exploded is that you should be full of pep when you first wake up in the morning. His research indicates you reach a peak of efficiency somewhere late in the afternoon and four to six hours later begin to get sleepy. At this peak, your body temperature is highest, reaction time is shortest and steadiness is greatest.



Sleeping in a hammock is difficult for a few nights but the subject soon becomes accustomed to it. The movements of the sleeper are recorded by an electric-eye device, the light beam of which passes under the hammock and is cut off every time the subject moves.



Wooden pallet placed on top of the bed (*above*) is extremely uncomfortable at first. However, once you get used to it you may get as much rest on it as you do on a soft mattress (*below*). As a general rule, your likes and dislikes will tell you what you should sleep on.



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4 Big Qualities in One Gasoline

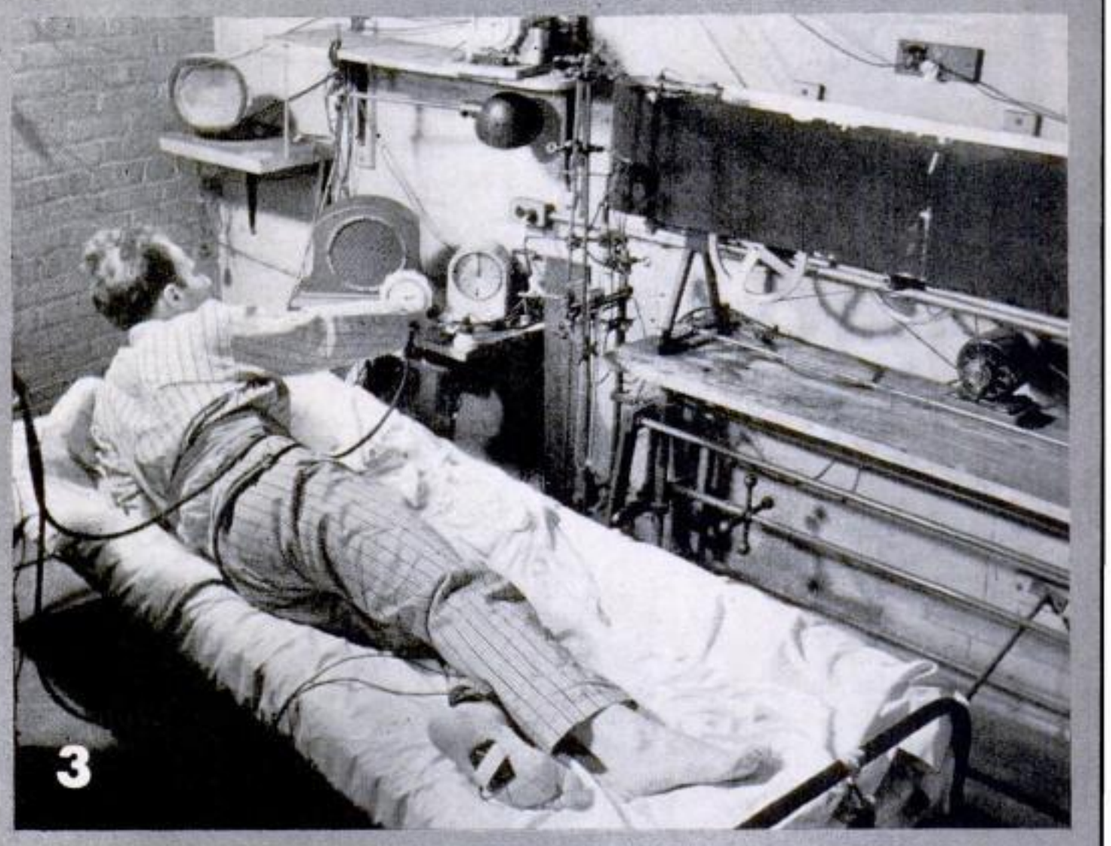
Mobilgas

SOCONY-VACUUM

STOP AT THE SIGN OF FRIENDLY SERVICE



A STUDENT STARTS A SCIENTIFIC NIGHT OF SLEEP WITH ELECTRODES ON FOOT AND BELT AROUND HIS WAIST TO MEASURE SKIN-RESISTANCE AND RESPIRATION

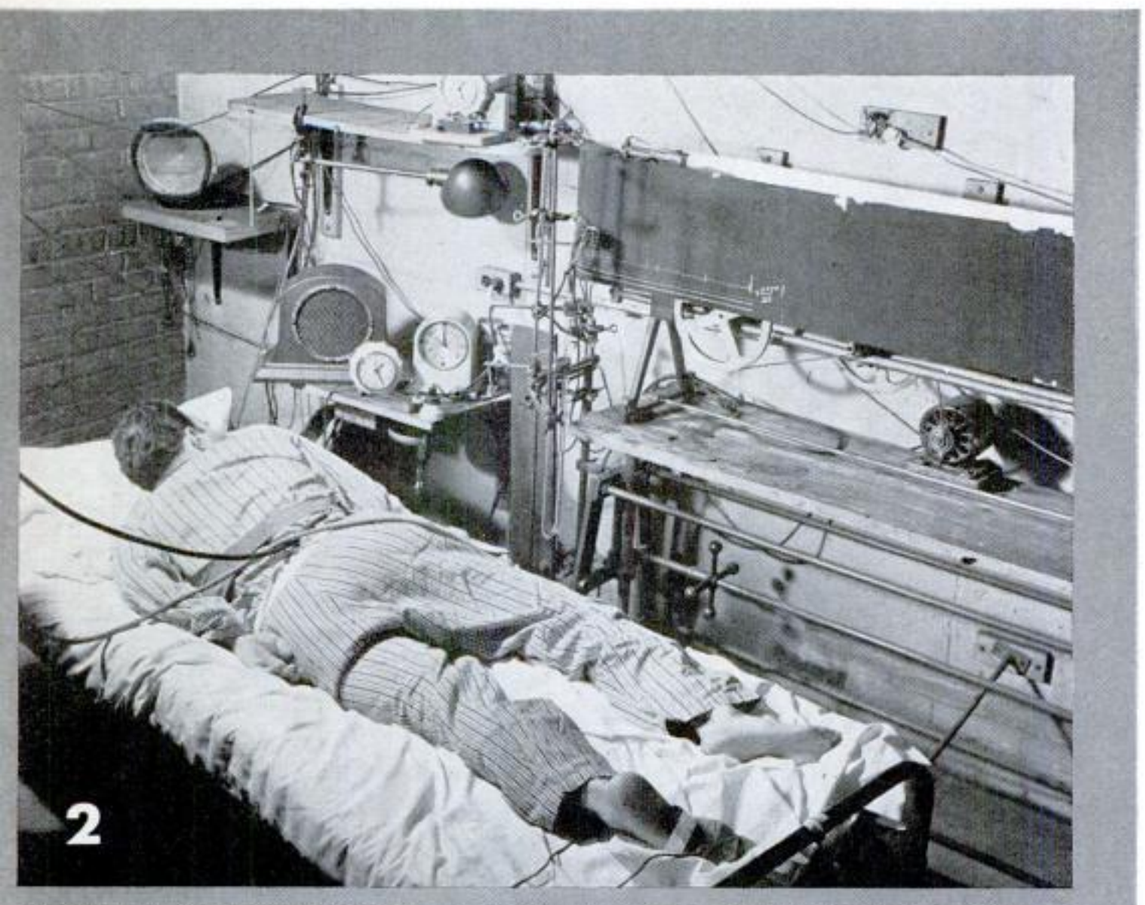


LOUD-SPEAKER, CONTROLLED FROM THE OUTSIDE, MAKES AN INCREASINGLY LOUD NOISE, ROUSES THE STUDENT WHO PRESSES A BUTTON TO INDICATE HE IS AWAKE



DR. KLEITMAN (RIGHT) AND ASSISTANT LIVED A MONTH IN A CAVE TRYING TO

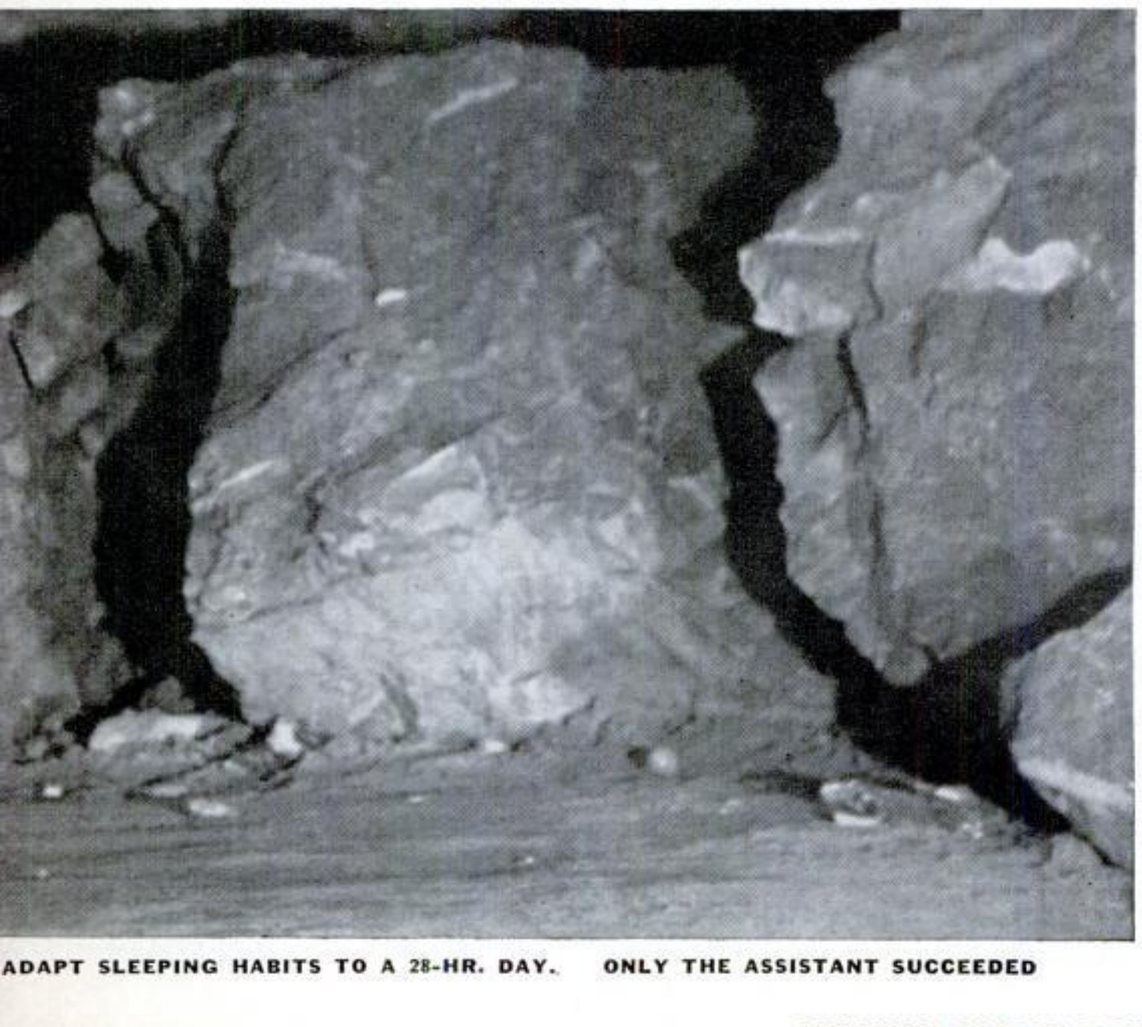
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AT 1:25 A.M. STUDENT ADOPTS A "THREE-QUARTER SPRAWL" POSITION. CLOCK AT CENTER RIGHT MEASURING MOTION SHOWS HE HAS SPENT 21 SEC. MOVING AROUND



AT 4:38 A.M. HE HAS SPENT ONLY ONE MIN., 40 SEC. IN MOVEMENT. A SLEEPER IS QUIETEST DURING THE FIRST HOUR AND MOST RESTLESS DURING THE LAST HOUR



ADAPT SLEEPING HABITS TO A 28-HR. DAY. ONLY THE ASSISTANT SUCCEEDED

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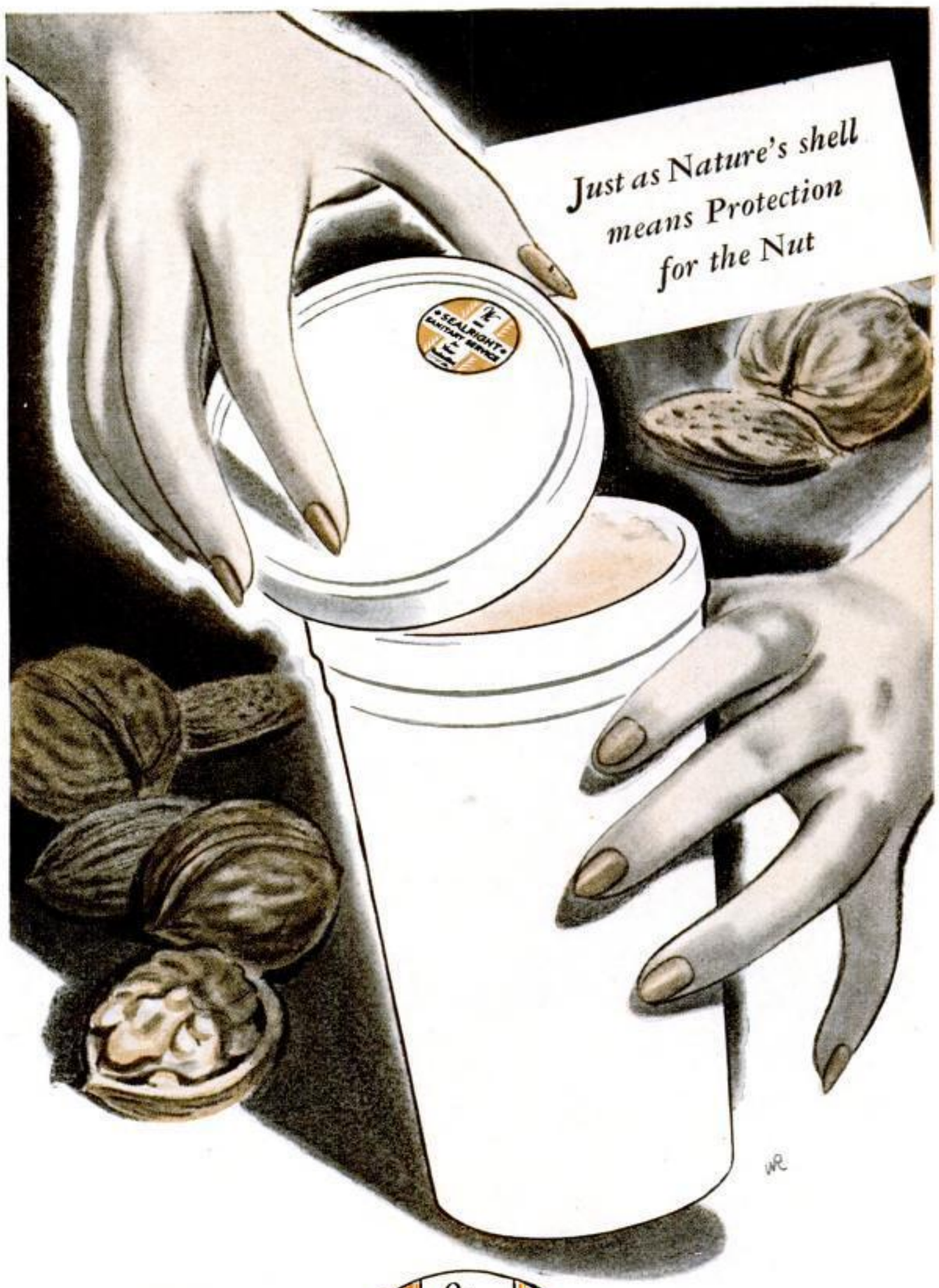
FOR

Balanced Performance

GASOLINES ARE NOT ALL ALIKE! You can buy gasoline with one or two good qualities, or you can get the Big 4: Pick-up...Power ...Mileage...Cleanliness!

You get all 4 in Mobilgas. It's made for today's engines. Atomizes fast. Every drop is selected for high octane value. Socony-Vacuum Oil Co., Inc.

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THIS EMBLEM *on Containers means*

We use SEALRIGHT SANITARY SERVICE for Your Protection

Better Protected ICE CREAM

THE Sealright Emblem is the mark of a modern, sanitary packaging service for ice cream, dairy and food products. It identifies ice cream containers, ice cream cups and other food packages which are manufactured from clean, pure, hygienic Sealright paper under Sealright's exacting conditions of sanitary control.

Ice cream manufacturers and dealers who give you the extra protection of Sealright Sanitary Service deserve your patronage—and are easy to identify. Look for the Sealright Emblem on the ice cream container. Buy where you see it. It is your unerring guide to better protected ice cream.

SEALRIGHT COMPANY, INC., FULTON, N. Y.
Kansas City, Kansas; Los Angeles, California; Peterborough, Ontario, Canada

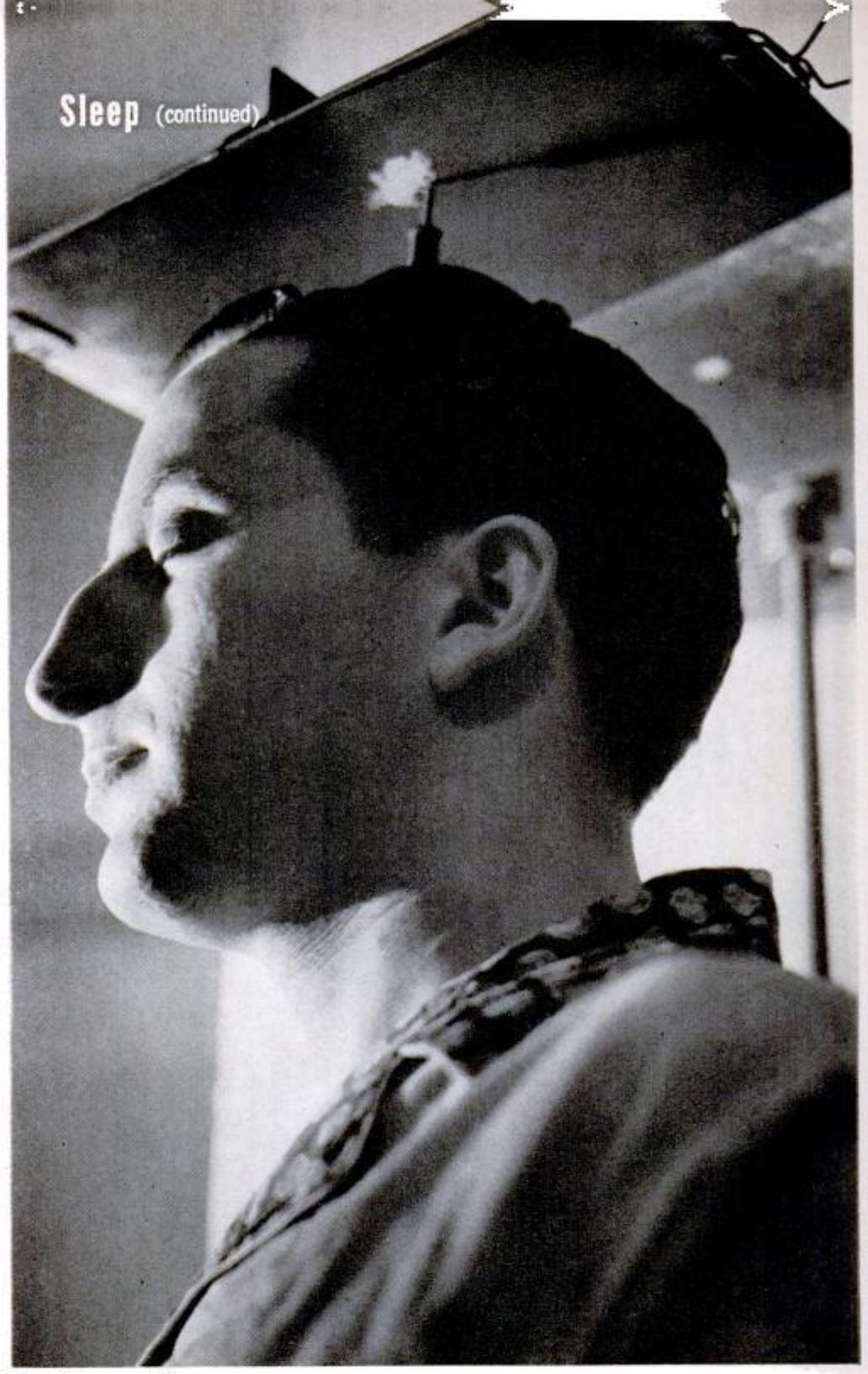


SEALRIGHT **MILK BOTTLE CAPS** In many styles—all made from clean, pure, hygienic Sealright Sanitary Paper.

SEALRIGHT **PAPER CONTAINERS** Two types—Round and Nestyle. For ice cream and other moist or juicy foods.

SEALRIGHT **ICE CREAM CUPS** Clean and sanitary—the best way for children to buy 5¢ worth of ice cream.

SEALRIGHT **PAPER MILK BOTTLES** Used but once, then thrown away. The modern carry-home package for store milk.



Standing steadiness is measured during the day by this stylus which, attached to head, records movements on a plate. Steadiness is greatest during the late afternoon.

Twice daily the sleepers are tested for blood pressure (taken on the leg), respiration (bellows against the diaphragm) and pulse, which is measured on the finger.



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We're not going to talk so much about SOUTHERN CALIFORNIA this year!

There's a World's Fair right next door



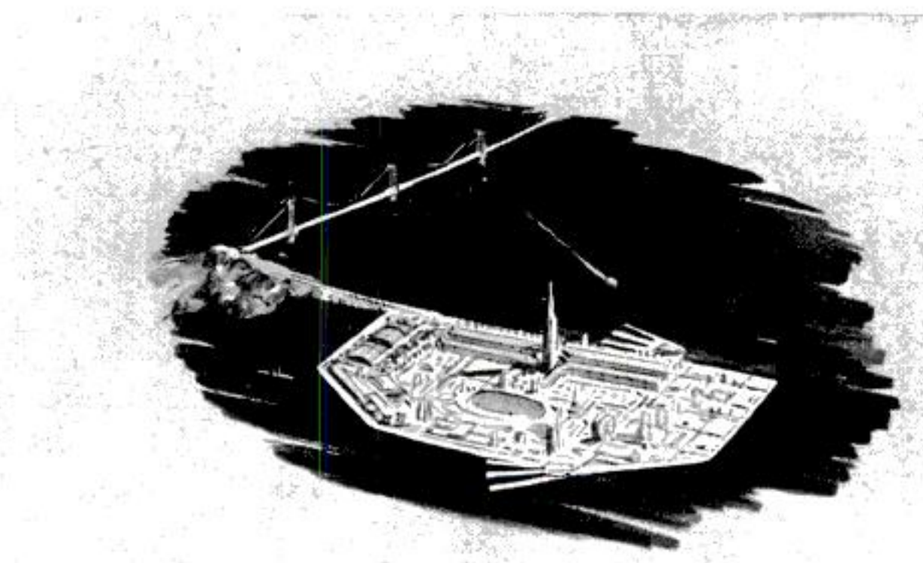
1 Too bad. Here we had our typewriter overhauled this year to tell you all about Southern California . . . about the cool summer nights and rainless days, the fun you could have sun-tanning on white beaches, diving into cool ocean combers, dining at palm-bowered boulevard restaurants, sailing to nearby pleasure-isles . . .



2 We had at least a dozen nifty adjectives on hand to picture the crisp air, the pines, the trails of our high mountain country . . . to describe the thrill of hearing a great symphony under the stars, of visiting Old Missions, mammoth big trees, foreign settlements, oil fields, sunken gardens, orange groves . . .



3 We even intended to tell you about the life and the vigor of this place . . . things happening! Men creating movies, fashions, new architecture, new ways of living, and just . . . news! Coast-to-coast broadcasts. Sneak previews. New swing bands. Hilltop supper clubs where authors, wits, columnists, people-on-the-way-up and people-already-up are sitting at the next table . . .



4 But how can we talk so much about Southern California when there's a beautiful World's Fair right next door to us? San Francisco's magic Treasure Island of fantastic towers, castles, dramatic exhibits (and those two bridges) makes this a special year out here on the Pacific Coast; gives you better reasons than ever to come west. Never again will you be able to see Southern California and a World's Fair on one cool vacation trip. This, of all years, is the year to give yourself this trip.

THIS YEAR—travel is faster, costs are lower, there's more to see—WHY WAIT?

Even from New York, Southern California and the San Francisco World's Fair are just overnight by plane; 2½ to 3 days by train; 4 to 7 by auto or bus. And vacation costs in Southern California average 22.8% under those of 20 other leading U. S. resorts. You'll find accommodations for every taste in Los Angeles, Pasadena, Glendale, Hollywood, Beverly Hills, Santa Monica, Long Beach, Pomona and other cities in and near Los Angeles County.

FREE: NEW ILLUSTRATED BOOK PLANS TRIP FOR YOU

How do I get to Southern California? How much time will I need? What will it cost? What is there to do and see? These and countless other questions are answered in words, pictures and maps by our new book, "How to Plan Your Trip to Southern California." Authentic facts available only through this non-profit community organization. Coupon brings your copy FREE by return mail. Start planning now!

WHEN YOU ARRIVE, make your first stop our unique Visitors' Bureau, 505 W. Sixth St., Los Angeles, for 26 helpful services, assuring greater enjoyment while you are here. FREE, of course.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

MAIL COUPON TODAY

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Sec. S-5, 629 So. Hill St., Los Angeles, Calif.

Send me *free* book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ Inyo, ☐ San Diego, ☐ Imperial, ☐ San Bernardino, ☐ Ventura, ☐ Mission Trails, ☐ Central California.

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You Can Taste and Feel The Difference

—when a Squibb double-action dentifrice brings quick refreshment to mouth, gums, and teeth.



Fight Acid

when you brush your teeth!

IN ADDITION to reliable cleansing and polishing agents, both Squibb Dental Cream and Squibb Tooth Powder contain a proven antacid which neutralizes acids wherever it comes in contact with them.

This is important because, after every meal, food particles are apt to lodge in tiny crevices in and between the teeth. Here they may ferment, forming acids which can attack enamel and be factors in tooth decay.

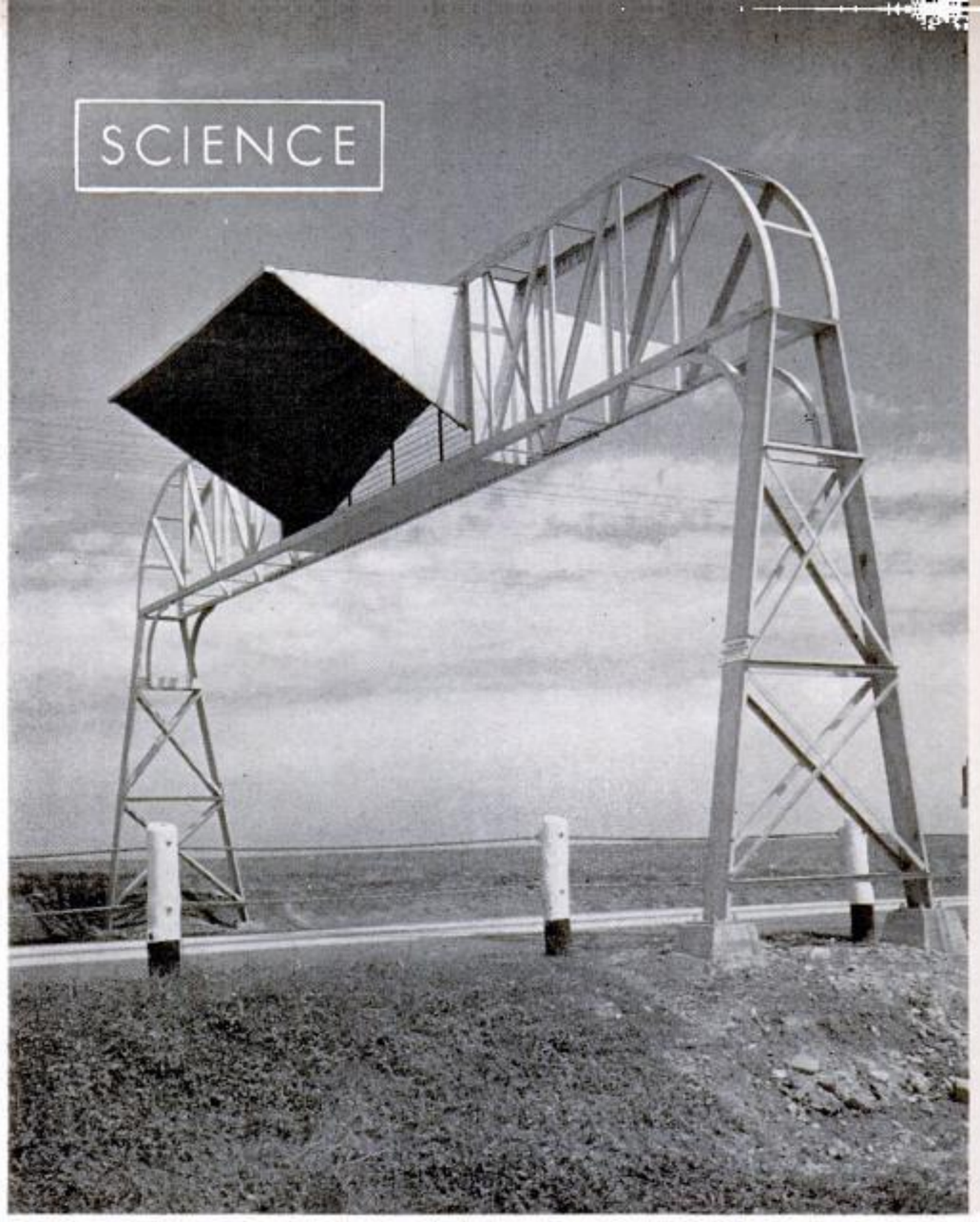
Fight acid when you brush your teeth! Start with a Squibb dentifrice today. Use it at least twice daily. Allow it to remain in the mouth to obtain its full antacid benefit. Use Squibb Dental Cream to massage your gums.

You'll be delighted with a new feeling of cleanliness and quick refreshment.

SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER





Trafficscope is located on hilltop. The steel structure supports glass prisms which are protected from rain by hoods. You can look through prisms from both directions.

NEW TRAFFIC SAFETY INVENTION ALLOWS YOU TO SEE OVER HILLS



Newest invention in the field of traffic control is the Trafficscope, which is now being tested on Route U. S. 230, 19 miles east of Harrisburg, Pa. Acting like a periscope, it curves your line of vision over the top of the hill, permits you to see any cars coming up the far side. Actually the apparatus is composed of 68 glass prisms in rows, which form a gigantic lens. This lens refracts light rays, practically making them follow the contour of the hill.

Because a considerable percentage of accidents occur on hill crests, the Trafficscope should be of great value. Main disadvantage of the apparatus is its cost—about $3,000. However, even this expense is less than the alternative of cutting through the hill, which in this case might cost $30,000.

Accidents caused by passing on hills can be partially eliminated because the drivers can see cars coming up the far side of hill or popping out from a side road.



CONTINUED ON PAGE 42

THERE'S A CERTAIN SOMETHING ABOUT A HUDSON

that you don't get in any other car

All Hudson owners know what it is! It's *more* power and *smoother* power—the tireless way these cars cover distance—the really remarkable mileage they get from gas and oil.

It's extra room for passengers and baggage—solid comfort in seats that are wide for three, even in the lowest priced Hudsons.

It's the beauty of new Salon Interiors—smart two-tone fabrics in unusual diagonal patterns, set off by gleaming chrome—and the amazing softness of Air-foam seat cushions, made of a revolutionary new material.

It's the feeling of *security* Hudson owners enjoy from the world's safest driving, safest stopping, safest vision—a score of features that belong to Hudson alone.

Yes, that "certain something" about a Hudson is the sum of these and many other things. Drive a Hudson today, and see the difference.

HUDSON PRICES NOW START AMONG AMERICA'S LOWEST

$695 delivered in Detroit, equipped to drive; not including state and local taxes. Cars shown are (top) new Hudson Six Convertible Brougham, $1042; (below) Hudson Six Touring Sedan, $854. Prices subject to change without notice.

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No other wardrobe offers the odorizing feature of the exclusive and patented ODORA RETAINER.

Summer Storage

FOR YOUR WINTER THINGS

ODORA

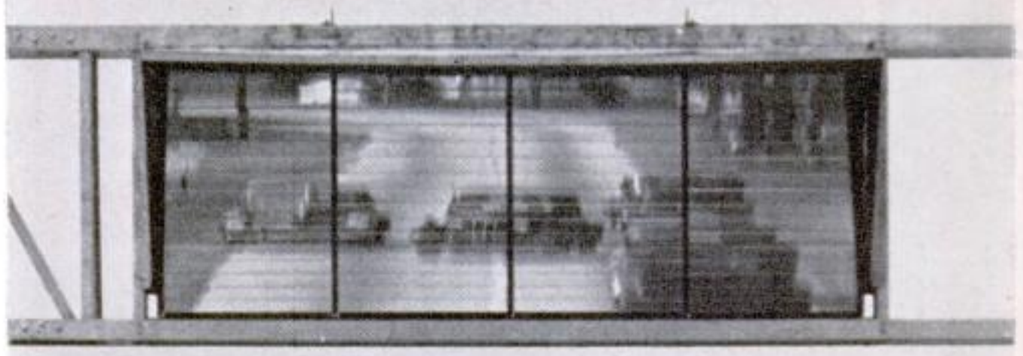
CAMEO DROP-DOOR WARDROBE

So low-priced.. every home can afford one! **$2.98** *Slightly higher in the West and South.*

Beautifully styled in linen-finish to harmonize with any room. Can be placed anywhere from bedroom to cellar. Conveniently holds 12 to 15 garments. Also shoes, blankets etc. on bottom. Odora retainer emits a penetrating fragrance. Strong fibreboard reinforced with brown wood frames. A real space-saver. No doors to swing out. Simple to set up . . folds flat when not in use.

On Sale at DEPARTMENT STORES
Drug and Home Furnishing Stores, Or Write:

ODORA CO., Inc. - Dept. T. 738 Water St., New York, N. Y., U. S. A.



Distortion occurs because Trafficscope lens must be restricted to practical height. Nevertheless the driver gets a clear enough picture of the traffic situation beyond.



At night the Trafficscope is equally effective. You can see the lights of cars that are a mile away. The headlights when seen through the prism, do not glare.

Model of the Trafficscope shows how the prisms bend light rays. Though the man is sitting on the floor (*left*), the prisms lift most of his body above the table.



Copyrighted material

"Lovely to Look At"

(AND EVEN HANDIER TO USE!)

Lady Buxton **Pocket Leatherware in "Accessory Colors" offers a wide choice of ingenious designs and smart new shades**



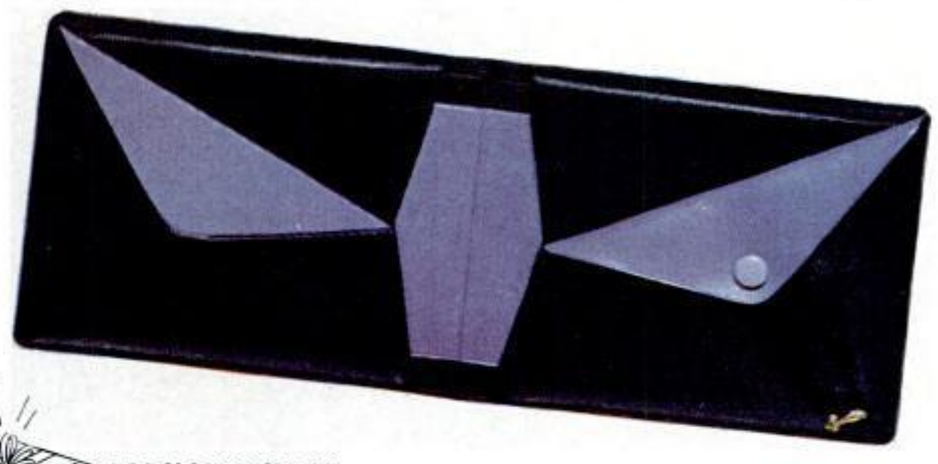
BUXTON designed this leatherware first of all with a special eye cocked toward downright usefulness—a variety of well-ordered folds made to give a touch of sanity where it's needed—in your handbag!

There's the purse model, for instance, a regular "carryall." It holds all your heart desires, plus cards, theatre tickets, currency, and more coins than you should carry. It gives you that *organized feeling*, yet takes up amazingly little space.

Other wafer-thin billfolds (seven styles, six colors) stitched only on the sides—they can't "bulge" or "buckle"—cleverly organized with pockets for cards, driver's license, etc. They slip easily into your handbag; keep money crisp and clean.

Change purses, too, for carfare, cigarette money, etc. And matching Key-Tainers: the popular Zip-Tainer models with a special folder for driver's license, a pocket for change; also convenient snap-button Key-Tainers; both carry house and car keys on patented, detachable, Locked Loops.

Many women are discovering this economical Lady Buxton way to "change" their outfits. They buy several sets of this grand new leatherware to change the "color accent" for the same dress. And find it's easy to be smart though thrifty!



THE POPULAR PURSE MODEL

—practical and smart—will carry all the change you need, plus bills—an exclusive Buxton patent. Shown in de luxe "two-tone" Calf, $3.00. Others from $2.00.

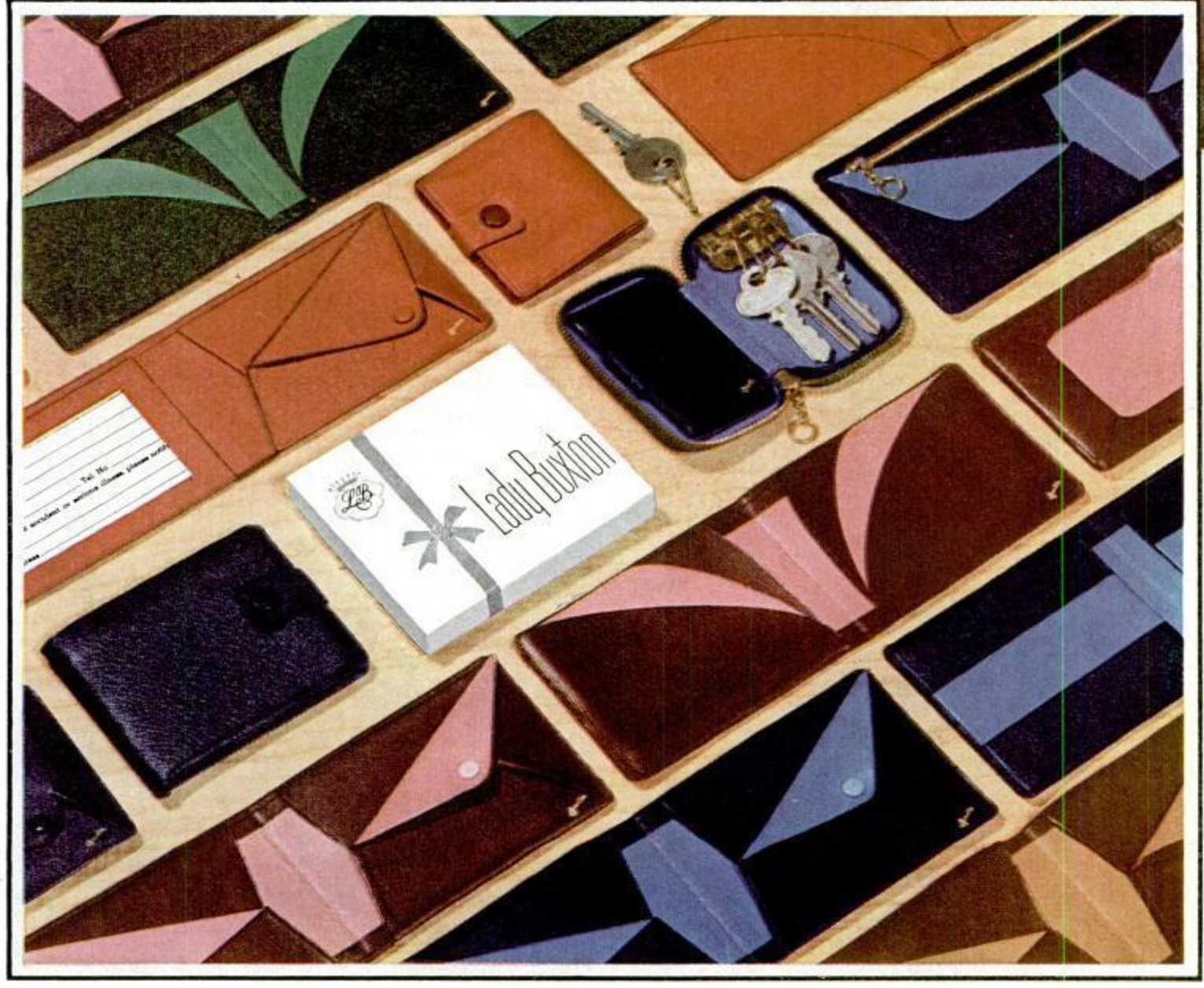


FOR MOTHER'S DAY

—a thoughtful remembrance that's bound to please *her*. If the small son and heir is too young to think of these niceties, you might think *for* him!

KEY-TAINERS TO MATCH

—with Buxton patented Locked Loops that actually *lock* your keys in safe—there to stay. Zip models have special pockets for driver's license, too.



SEVEN STYLES—SIX COLORS

—a wide range of patented designs that are "tops" in sheer beauty and usefulness. They come in Lipstick · Navy · Burgundy · Green · Chocolate · Black.



PRICED FROM $1—Only $1 for solid colors; $1.50 and $2.00 for "two-tone" models. De luxe models in Calf and Pin Seal, $2.50 to $5.00. With two bill pockets, one zip-fastened, $3.00 up. Write for your complimentary copy of "Leather for the Layman," a guide to fine leatherware. Buxton, Inc., 102 Orleans St., Springfield, Mass. N.Y. Offices: 47 West 34th St., N.Y.C.

Lady Buxton

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How many "SCREWDRIVERS"



Common sense driving can cut down STOP-and-GO 25%-RIGHT NOW

"I believe most drivers want to share the road. When they park, they find a place at the curb. When they wish to drive slowly, they drive on the extreme right. When they come to a stop light, they keep in line. If all drivers observed the simple, common-sense rules of this kind, our 'stop-and-go' could be cut 25%."

Raymond Peters

Chief, California Highway Patrol

DOES Stop-and-Go driving give you the jitters? Would you like to DO something about it?

Here's a plan!

Shell engineering and traffic research—which produced Super-Shell to cut the *cost* of Stop-and-Go—now shows the way to cut the *amount*—by 25%.

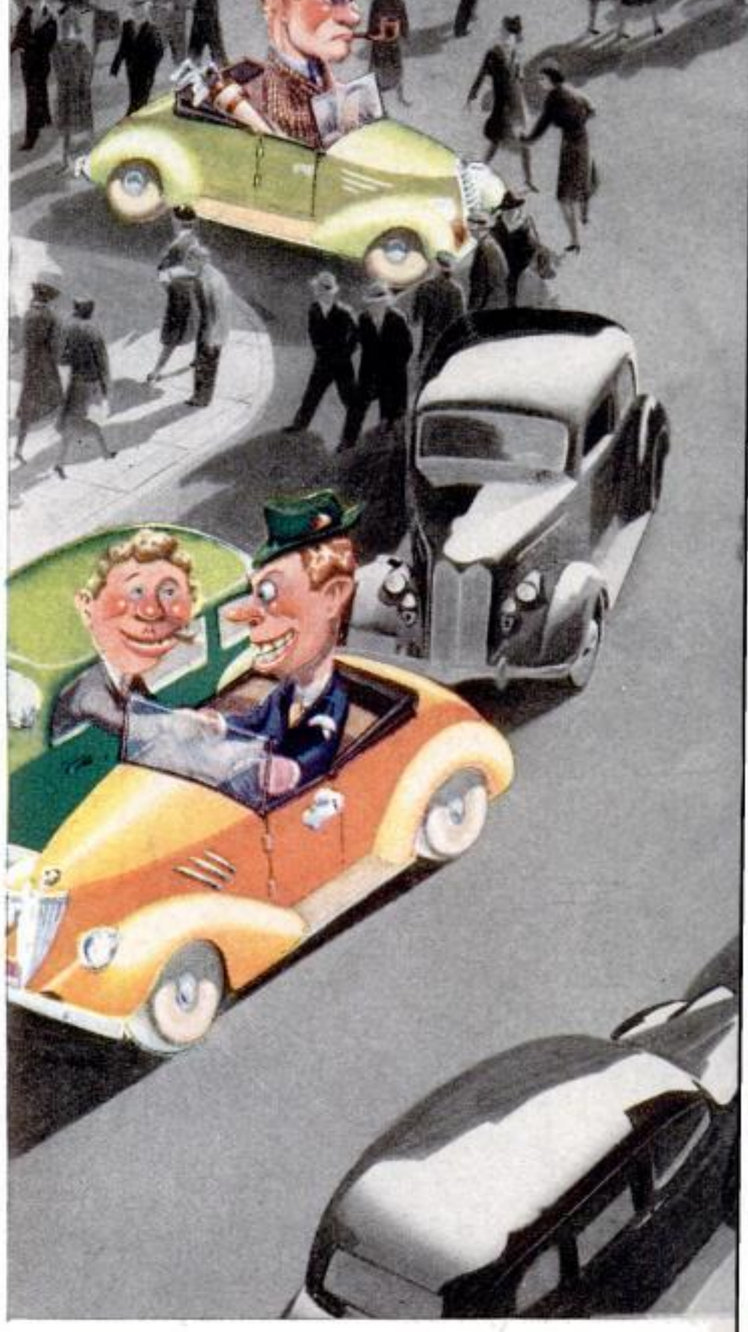
Get rid of "Screwdrivers"! Traffic authorities agree that bad driving practices are responsible for *one-fourth* of all our time-wasting, fuel-wasting, nerve-racking Stop-and-Go.

But public opinion can curb the "Screwdrivers"—just as it has turned the accident rate downward! You will be able to drive farther—with much greater convenience and safety.

Your help is needed! Join the Shell Share-the-Road Club today! It's a nation-wide crusade AGAINST "Screwdrivers" . . . FOR common sense behind the wheel!

See your Shell dealer NOW. He's your local headquarters for the Share-the-Road movement. Tell him you are against "Screwdrivers" and he'll attach the distinguished Share-the-Road emblem to your car FREE—give you a booklet showing how "Screwdrivers" pile up Stop-and-Go.

Millions of motorists have benefited through the use of Super-Shell. Now these and millions more will benefit through "Share the Road." Enlist in this crusade. **Show your colors—join at your neighborhood Shell dealer's today!**





"SHARE THE ROAD" AND SUPER-SHELL BOTH SAVE ON STOP-AND-GO

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"can you find in this picture?



LOOKS LIKE THE "SCREWDRIVERS" ARE HOLDING A CONVENTION!

No, this isn't a sanitarium—it's just Main Street on a busy afternoon. Look over the "Screwdrivers" and see if you can figure out what they are trying to do, and what they are actually doing! How about those two at the lower left? Oh yes, they're "visiting Screwdrivers"—they enjoy each other's conversation . . . The lady in the upper right? She's only unloading in the middle of the street, risking her neck and giving other drivers a chance to test their brakes! Remember, your engine uses 3 times as much gasoline in low and second gears as in high—when a "Screwdriver" brings you to a needless stop, he's taking it out of *your* pocket!

Join the SHELL SHARE-THE-ROAD CLUB —help rid the road of "Screwdrivers"!

SHOW YOUR COLORS! The flags, in mariners' code, mean "I am giving way." Your Shell dealer will attach this handsome, colorful, all-metal emblem above your rear license plate—no cost to you. It shows you're AGAINST "Screwdrivers"—FOR sharing the road. It will help cut Stop-and-Go 25%.

THE SHELL DEALER IS HEADQUARTERS FOR SAVING ON STOP-AND-GO

He's a good neighbor — friendly and willing — ready to give your car complete care!

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A FISHERMAN'S FLIES ARE PART OF HIS PERSONALITY

No fisherman ever agrees with any other fisherman about anything, especially about flies. These curious lures of dyed chicken and turkey feathers are as much a part of each fisherman's personality as the pipe he smokes. There are at least 10,000 different shapes of flies, costing 10¢ to $1.50, and every fisherman has a great love for his own favorites. Sometimes colored flies are designed to imitate a kind of bug or minnow on which the fish are feeding, but most anglers think that fish are color-blind. Result is that flies are more often products of the imagination, all beautiful and glittering, but scarcely resembling any living creature.

The flies on this page are mostly wet flies, to be used on trout and salmon. The hat belongs to Bill Baxter of New York. He has worn it fishing in almost every eastern trout stream, says he would rather lose his rod and all his equipment than his hat.

YELLOW PERIL

COLONEL FULLER

WIZARD

CAHILL

WELSH RAREBIT

PROFESSOR

BLUE QUILL

ROSE OF NEW ENGLAND

MONTREAL

COWDUNG

SILVER DOCTOR

PARMACOCK

COACHMAN

TEAGLE'S BEE

GRAY MOUSE

FEMALE BEAVERKILL

LAKE ST. JOHN

BUCKTAIL DOSE

WHITE MARIBOU

McGINTY

GRIZZLY KING

CONSERVATION DEPARTMENT · STATE OF NEW YORK · 19 39 559250 CITIZEN RESIDENT HUNTING TRAPPING AND FISHING LICENSE

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TYING FLIES IS PART OF A GOOD FISHERMAN'S FUN

For a growing number of fishermen there is as much fun in tying flies as in using them. Thousands of American anglers who were content in the past to buy ready-made flies now insist on tying their own. It keeps their minds on fishing out of season.

One of the great American fly tiers is Steward Slosson of New York City. Member of a distinguished fishing family—his aunt wrote a fishing novel with a religious touch which was an 1880 best-seller—Mr. Slosson began selling flies after Wall Street fell from under his feet. During the day he sells cellulose. At night he ties flies. Here he is working on a Parmacock streamer, shown in color on opposite page. On his worktable are scissors, razor blades, spools of wire, silk, tinsel. At left are feathers he uses. Reading down are cock's neck, fancy cock's neck, pheasant's neck, silver pheasant's back, red cock's neck. Drying at bottom right are bucktails.

SPORTS

WEIGHT LIFTERS EXHIBIT THEIR BEAUTIFUL BRAWN

ON April 16, five dozen muscular American males, all exceedingly well-developed, descended on St. Louis for a day of weight lifting. They came to compete in the National Junior A. A. U. Weight Lifting Championships. For twelve hours their iron-banded biceps swelled, their deltoids rippled, their triceps moved in knots under their skins. With painful fascination the audience watched the choosing of eight champions and went away with their own muscles aching just from watching.

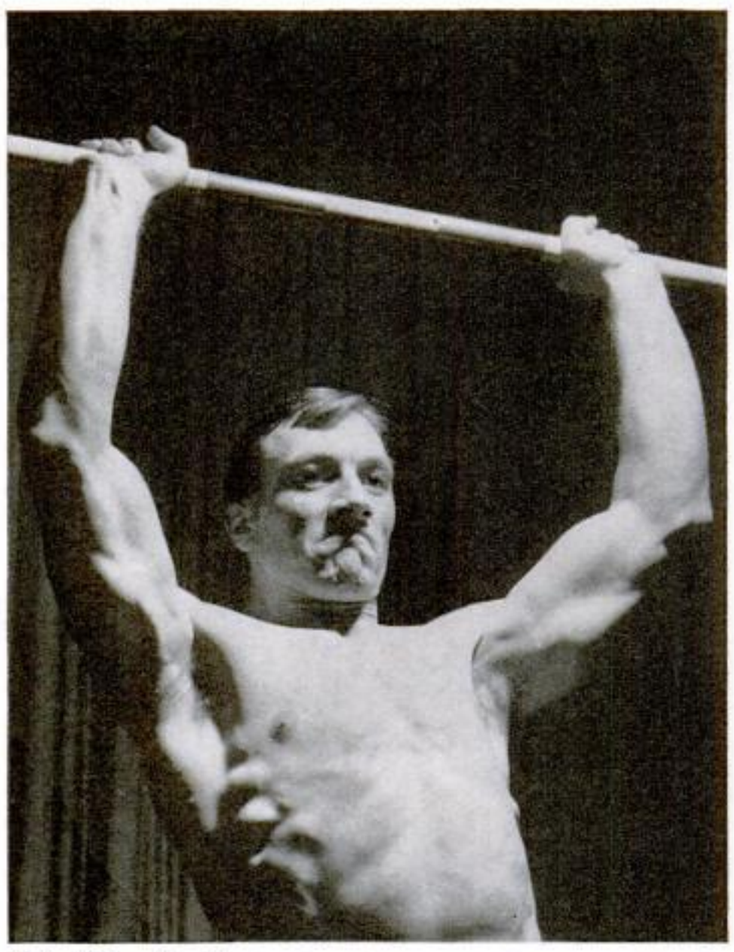
Offhand, any sport which could evoke such a gamut of grimaces as those shown below would not seem a very attractive pastime. But weight lifters, fiercely loyal to their sport, swear that it requires not only brawn but skill and thoughtful co-ordination. There are about 1,000,000 young men and a few hardy women in America today who like nothing better than to achieve a perfect two-hands "clean and jerk." Once esteemed only by Germans in America, weight lifting has taken such root here that Americans now hold one Olympic and two world's championships.

At St. Louis, the lifters competed in the three basic Olympic lifts: the two-hands military press, two-hands snatch, two-hands clean and jerk. All of them require that a long bar with weights on each end (called a "barbell") be picked from the floor and lifted overhead. Good form must be observed or no score is given.

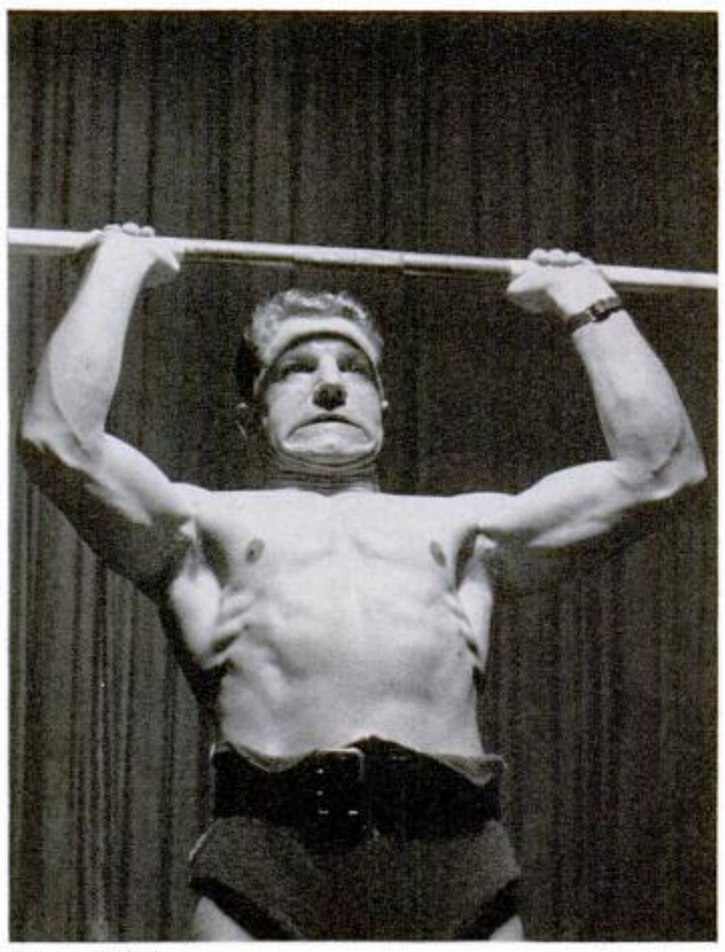
But the joy of weight lifting, for most enthusiasts, lies not in the lifting itself but in the muscles it develops. A judicious weight lifter, starting with flabby muscles, cannot help developing his body. He doesn't get muscle-bound and never suffers hernia. The great battle cry of all lifters is "body building," and the thing that a lifter takes most pride in is the beautiful, brawny body his sport gives him.



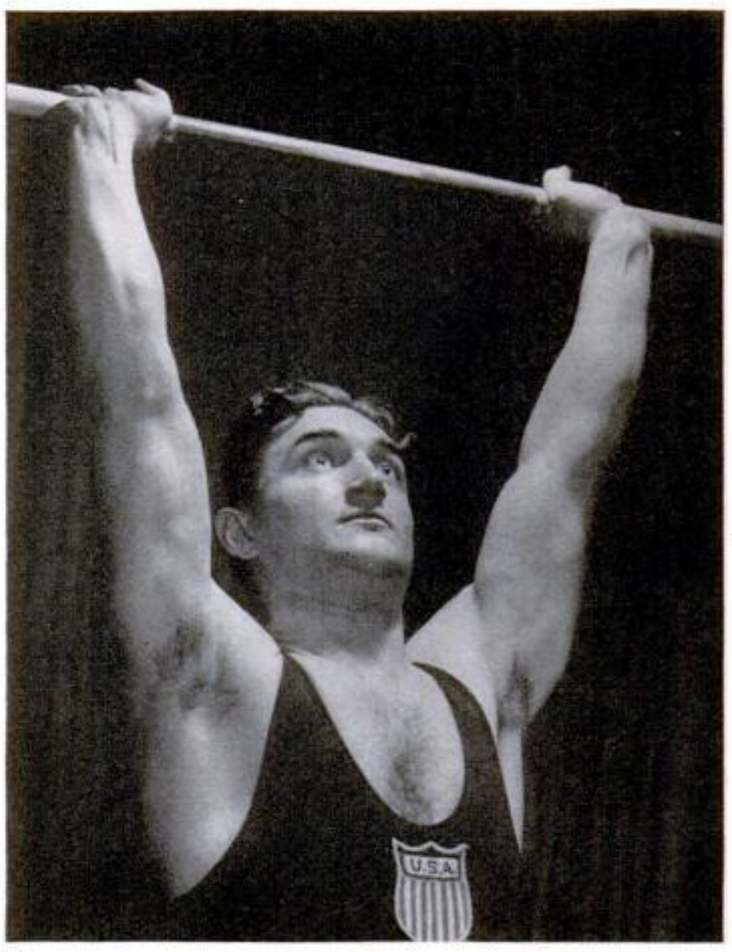
A solemn moment in the life of a weight lifter is taking place above. At St. Louis, Dudley Clark, "snatching" 140 lb., is pulling himself up. His eyes pop with strain and the hope that his form is good. The boy at right suffers with him.



Grim determination hardens the chin of Elmer Witmer as he pushes the heavy barbell up slowly to end a military press.



The wrinkled neck of Arthur Schmudde, looking like a turtle's, shows the strain a lifter suffers in pursuit of his sport.



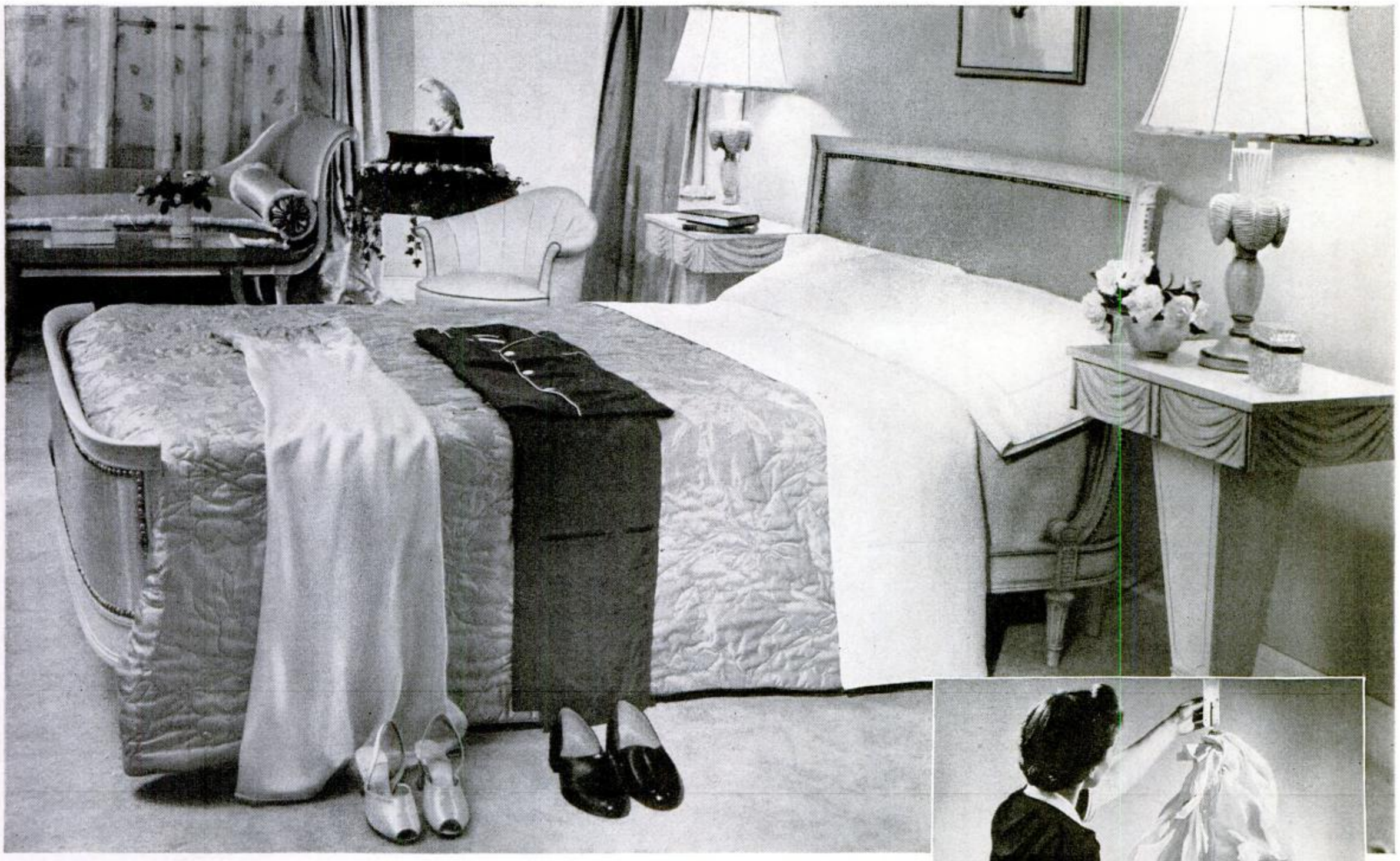
Easy grace stands out in lifting of John Terpak, U. S. 165-lb. senior champion, who gave demonstration at St. Louis.

CONTINUED ON PAGE 50

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Luxury sheets no longer for rich brides only;

WIVES-ON-A-BUDGET CAN HAVE PERCALE, TOO!



THIS SPRING, brides who must watch the pennies can afford luxurious percale sheets . . . just like brides "with money to burn!"

For Cannon Mills have now made it possible to own lovely, smooth percale sheets for about the price of heavy-duty muslin!

Grand news, this—for brides who are getting trousseau linens together. And equally grand for erstwhile brides who have to make replacements this year.



Caressing Smoothness—the soothing kind that relaxes you and lulls you to sleep—is the outstanding difference between Cannon Percale and muslin sheets. Radiant whiteness is another. No wonder these lovely sheets make a housewife's heart skip with pride! Every glance . . . every touch . . . whispers their "nicety" and makes handling them a pleasure!



Beauties, but Not Sissies! Because they have 25% more threads to the inch than even the best grade muslin, Cannon Percale Sheets can withstand the wear and tear of hard, everyday, family use. The secret is in the firm, close weave . . . and the fine, strong-fibered cotton they're made of.

* * * *

Don't Miss This Value! You can now get Cannon Percale Sheets in most stores for around $1.49*. . . packaged . . . immaculate . . . ready to use with convenient "size labels" sewed in the hem. Here is a new and marvelous value in percale sheets!

Cannon Mills also make a muslin sheet that's amazingly low in price, equally outstanding in value!

News! *Cannon Hosiery! Pure silk, sheer and lovely, better made to cut down "mystery runs." Ask for Cannon Hosiery at your favorite store.*

Lighter-Weight, Easier to Launder. Because Cannon Percale is so much lighter than muslin, you'll find these sheets infinitely easier to handle if you do your own laundry. And if you send your sheets to a commercial laundry, Cannon Percale will actually save you, at average pound rates, laundry costs of about *$3.25 a year for each bed.*



TRADE MADE MARK IN U.S.A.
CANNON

* *The price may vary slightly due to different shipping costs and seasonal fluctuations of the market.*

CANNON MILLS, INC., NEW YORK, N. Y.

GUARANTEED BY GOOD HOUSEKEEPING MAGAZINE AS ADVERTISED THEREIN

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Take it or leave it
but look at it first!

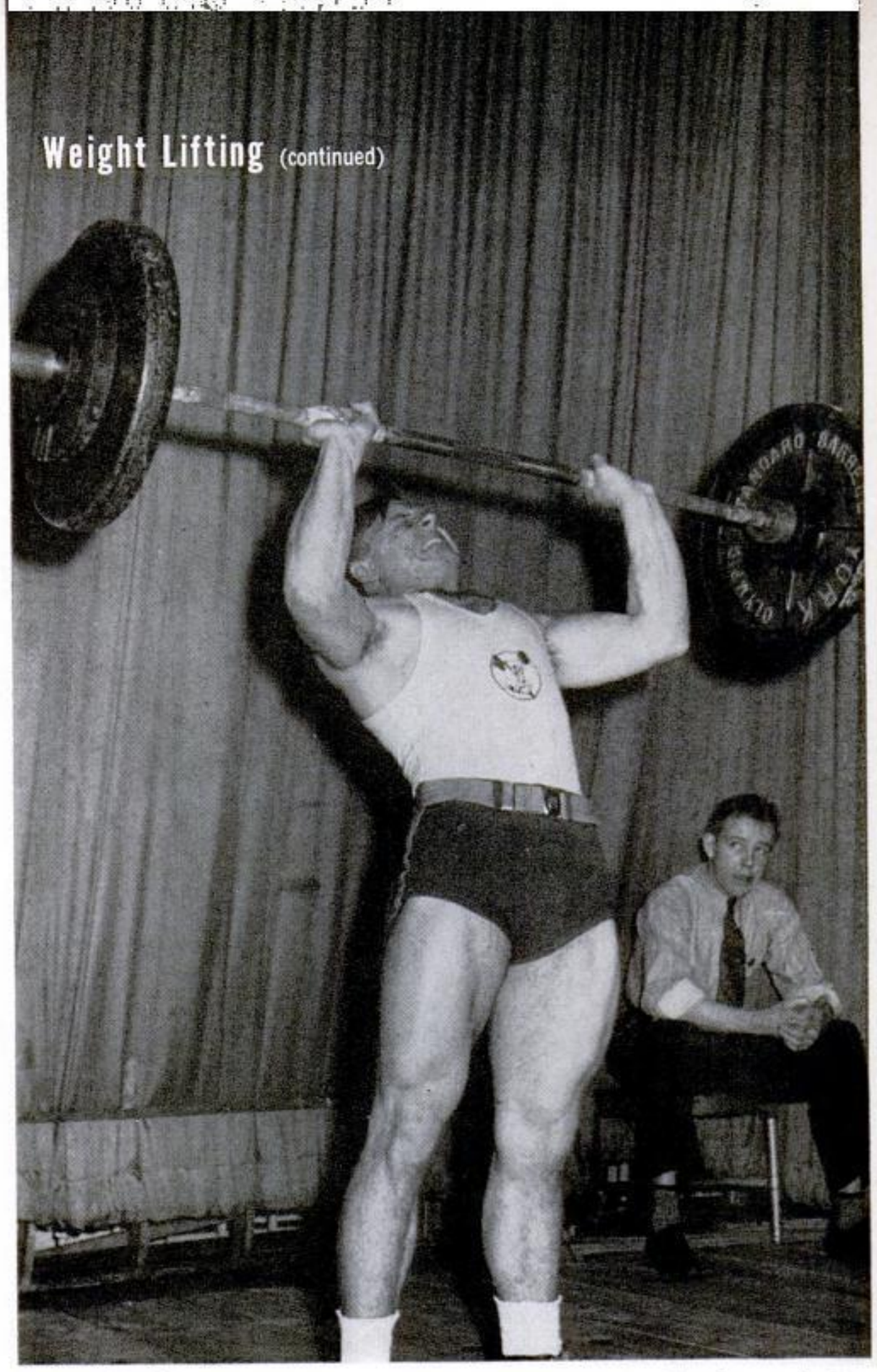
Compare before you choose! Compare Ancient Age with bottled in bond brands and you will see that this All Around whiskey is identical in age with 4-year-old bonded brands, comes at the milder and pleasing 90 proof, costs 50c a fifth less.*

STRAIGHT WHISKEY AVAILABLE IN BOURBON OR RYE



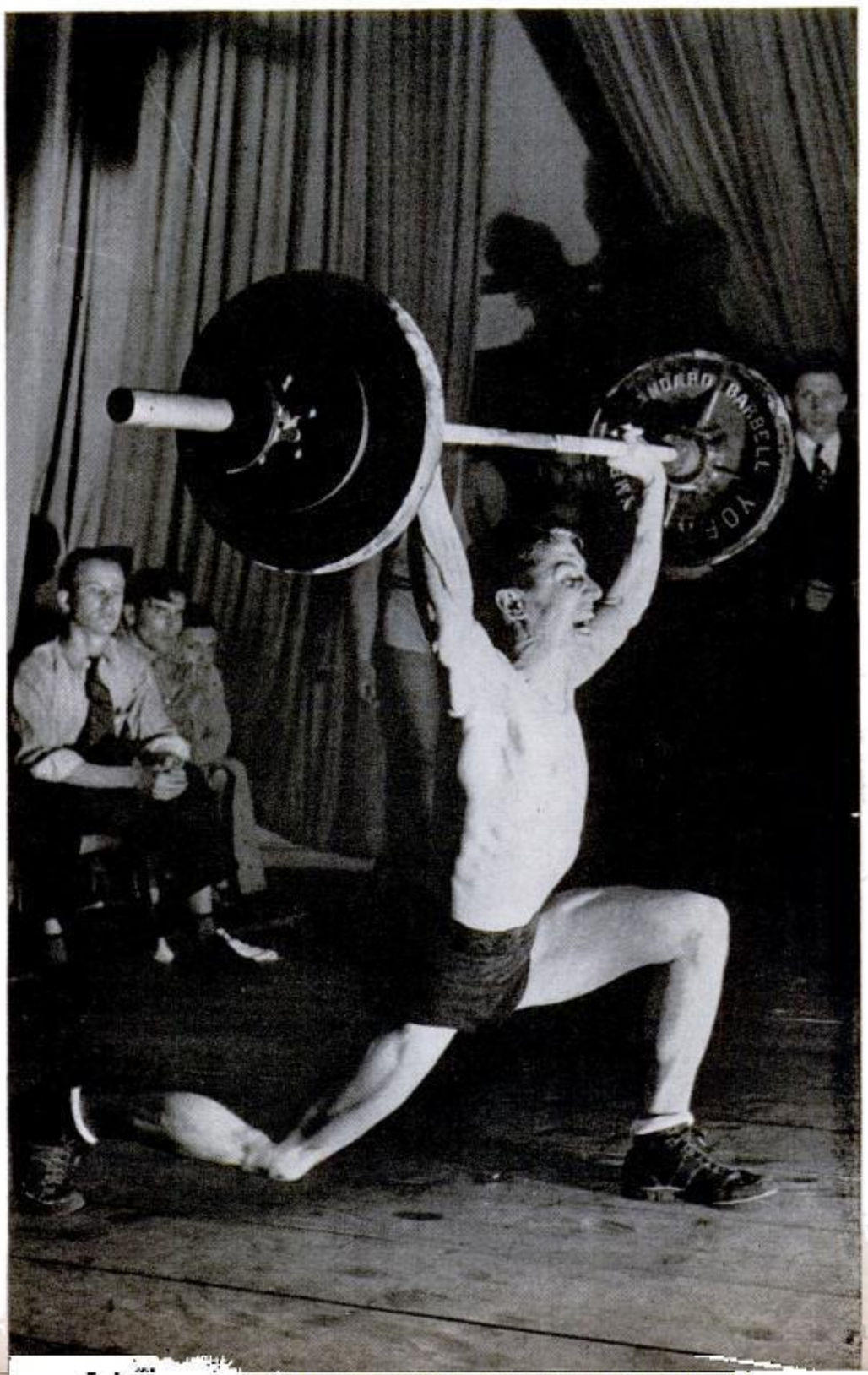
*The price of Ancient Age is 50c a fifth less than the average cost of 6 nationally advertised 4-year-old bottled in bond brands.

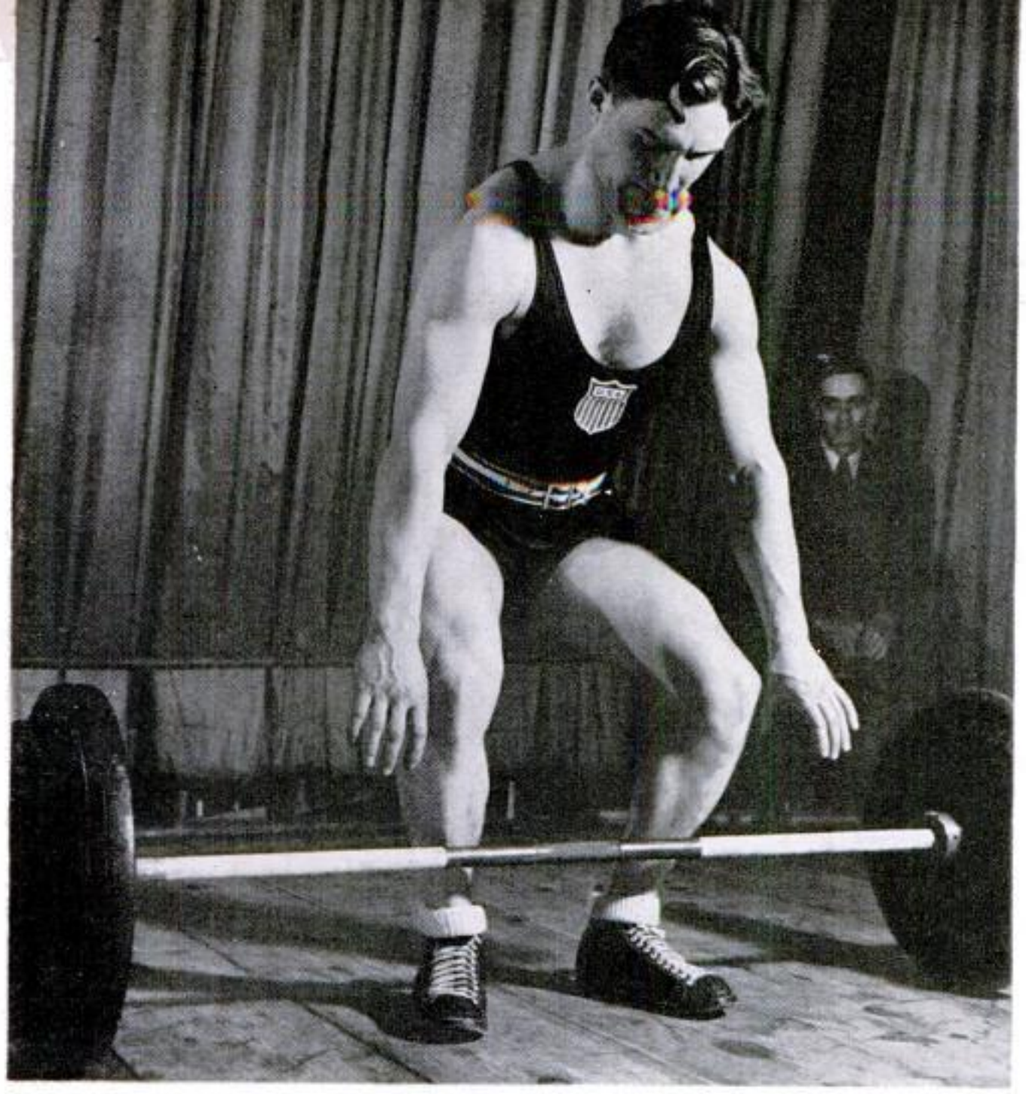
Copyright 1939, Schenley Distillers Corp., New York City



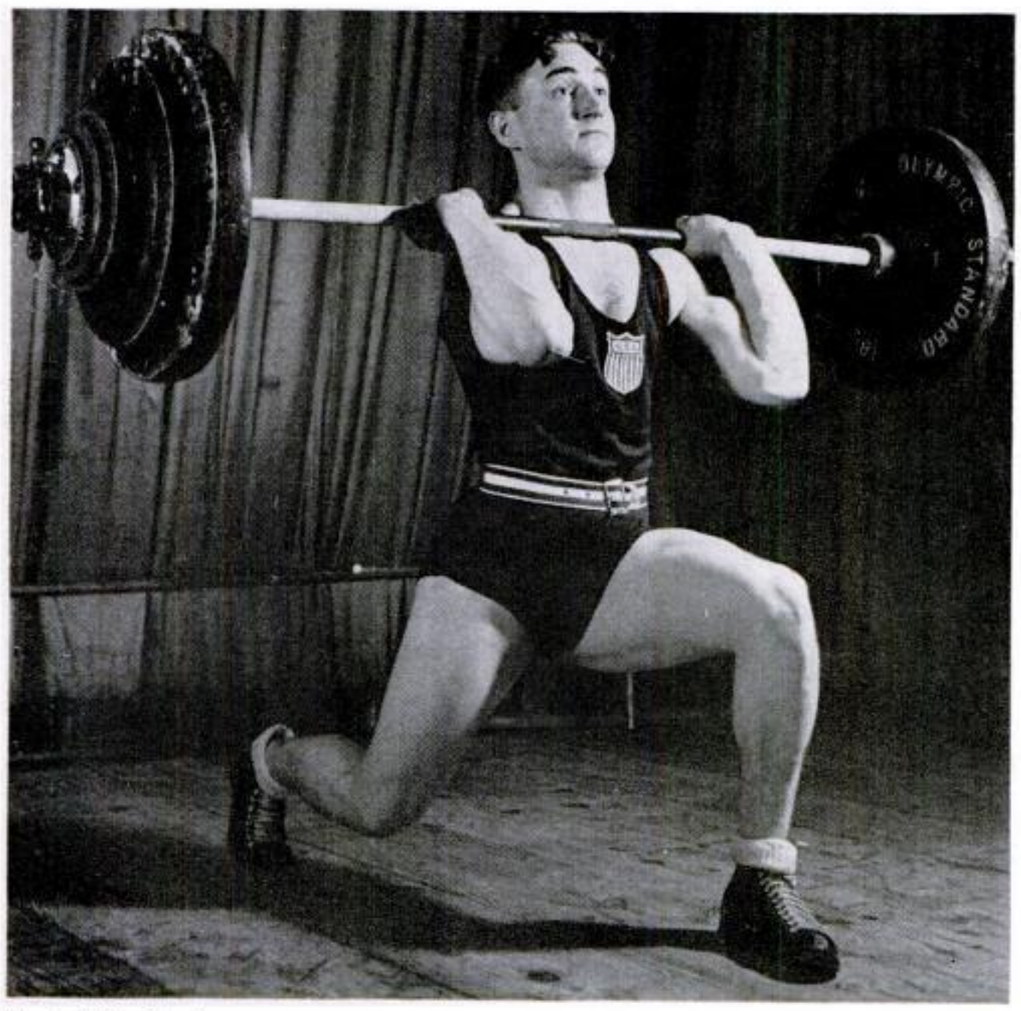
A flubbed military press is demonstrated by Ed Kwiatkowski who strained to get 190 lb. up, bent his back, got stuck halfway, received no score for his pains.

A missed snatch is demonstrated by Harry Recard who, for all his grunting, got nothing for this lift because he hesitated, and let his arms drop for a split second.

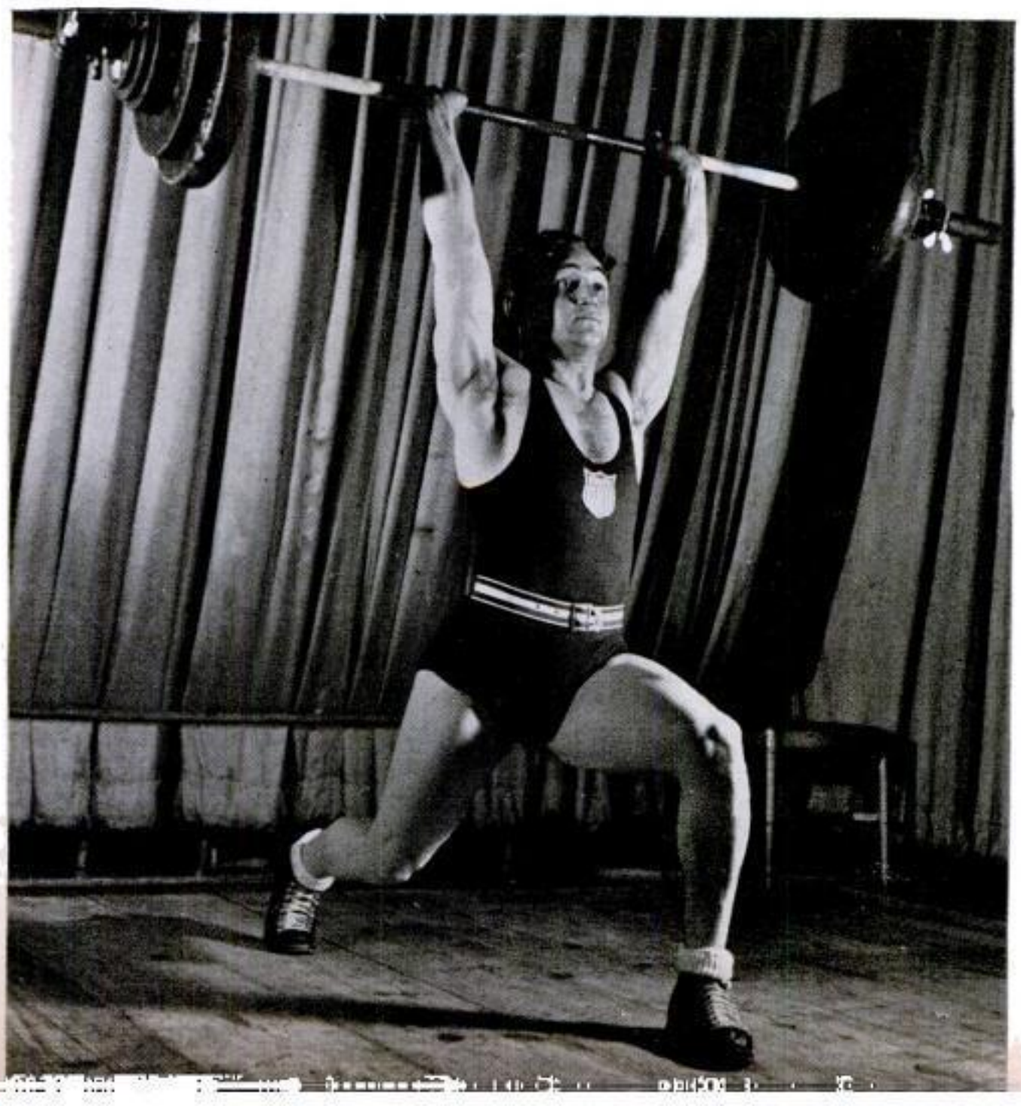




A champion shows how to do a two-hands clean and jerk. Johnny Terpak, who has been U. S. 165-lb. champion for several years, bends down (*above*) to grasp a barbell with 220 lb. on it. Terpak works for the company which sells these barbells.



Up to his chest with one easy motion goes the barbell. It rests there for a moment. Then, with an uninterrupted jerk, Terpak lifts the barbell over his head (*below*) and stands upright, balancing the bar above him to complete a perfect lift.





This year the Great State of Washington offers you a variety of scenic and man-made attractions that you could duplicate nowhere else in the world. See our exhibits at the two World's Fairs, then climax your trip with a visit to this fresh cool country. It's America at her best—the last wilderness frontier, with all modern conveniences.

COOL evergreen forests growing almost to the edge of modern cities offer you sanctuary . . . flower-decked alpine playgrounds, air-conditioned by summer snow-fields, are only a few hours run from sheltered salt-water beach and island resorts. You may frolic at ski-level, relax at sea-level all in one day . . . motor through green-sloped valleys; visit pioneer shrines, giant wheat ranches, sawmills, rich orchards . . . follow the course of a mighty River from sunny coulees to the Pacific Ocean. See giant Government projects such as Grand Coulee Dam, catch a salmon in the shadow of skyscrapers, fish wilderness lakes and streams, play golf on cool evergreen courses, explore world ports . . . and do it all at costs way below the U. S. average. Wide smooth highways throughout the State. No extra cost on transcontinental train tickets through Washington State!

Washington State Progress Commission, State Capitol, Olympia, Wash., Dept. ML
Please send me your new ***FREE*** *illustrated booklet.*

NAME _____

ADDRESS _____

1889 ★ GOLDEN JUBILEE . . . STATE-WIDE HOSPITALITY ★ 1939

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GAMBLING with fate is this man's *job* . . . but every motorist occasionally takes a gamble almost as great when he drives on wet, slippery roads with tires whose treads won't stop him in an emergency. Fisk Safti-Flight is different from any tire made by any other manufacturer. The tread has hundreds of flexible "braking-blocks" which function independently and give you faster, non-skid, straight-line stopping than you ever dreamed possible.

The white cross-strips which you see are inserts of soft but very tough rubber, which extend *below the ribs*. Their purpose is to make the tread flexible and thus to increase its stopping and non-skid efficiency. While the ribs actually are continuous, without break or cut, the *effect* of the gum inserts is to divide the tread into hundreds of deep, flexible blocks.

THE FISK TIRE CO., INC.
Chicopee Falls, Mass.

Copyright 1939—The Fisk Tire Co., Inc.

FISK

PLUS-*Protection* IN THE SKID ZONE ★★ PLUS-*Protection* IN THE BLOW-OUT ZONE



Barbara Rand, 19, girl member of University of California at Los Angeles' polo team, swings a potent mallet. A sophomore, she belongs to a socialite Chicago family.

GIRL ATHLETES PLAY GAMES FOR FUN

In the Gay Nineties the only sport for ladies was croquet. By 1900 they were allowed a genteel game of golf or lawn tennis. Not until after the World War did women go in seriously for track events and swimming, and they could not compete in Olympic Games until 1928. Last fortnight, in a final effort to stem the female invasion into sports, University of Southern California's polo team refused to play the U. C. L. A. until Barbara Rand (*above and below*), only girl member of the team, was replaced by a man.

Although they lack stamina to rank with men, women athletes have courage, skill and the good sense to play for fun. On the next pages are a women's bowling meet and a women's softball game. Hundreds of such teams are now junketing around the country giving everybody a good show for the money.

Barbara leads Terry, one of her three polo ponies, to his stall. Experts say Barbara knows everything about polo. She takes lots of spills but comes back for more.

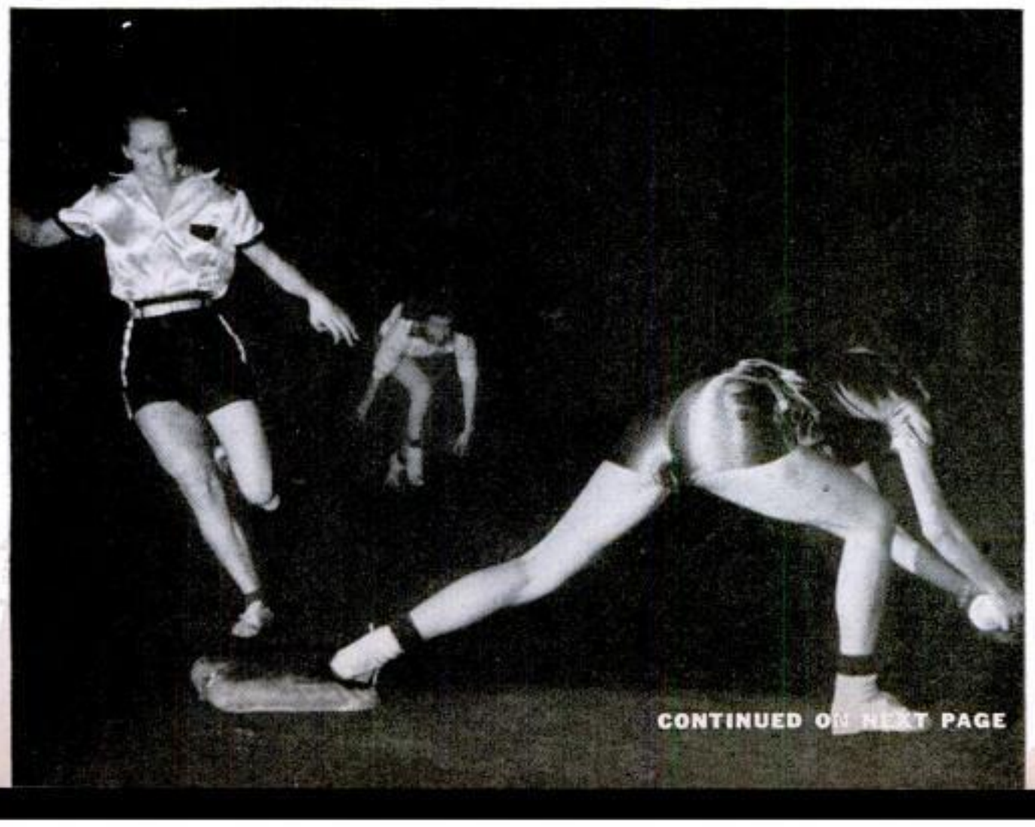




Girl strikes out, missing a perfect pitch at a softball game in Los Angeles where hundreds of girls play softball every night. These girls work for a soft-drink manufacturer and a tire dealer. The catcher, probably a novice, has her eyes closed.



Sprinting to second, this girl is tagged out by a second baseman who has just caught ball in glove. Below, a first baseman demonstrates perfect form by keeping her foot on base while she reaches out for a low ball. The umpire called the girl out at first.



CONTINUED ON NEXT PAGE



YOU'RE THE JUDGE

We are careful to keep Fleischmann's Gin decidedly on the dry side.

If you have a preference for sweet drinks you can always add sugar or more vermouth.

But folks who want their cocktails and other gin drinks dry, should be careful to start with a truly dry gin.

Fleischmann's Gin is distilled from grain to bottle by Fleischmann.

That's why its quality is uniformly high.

Another reason why we say you'll get better results with Fleischmann's.

Test it against any other gin.

Learn to say **FLEISCHMANN'S**—*that's the spirit*

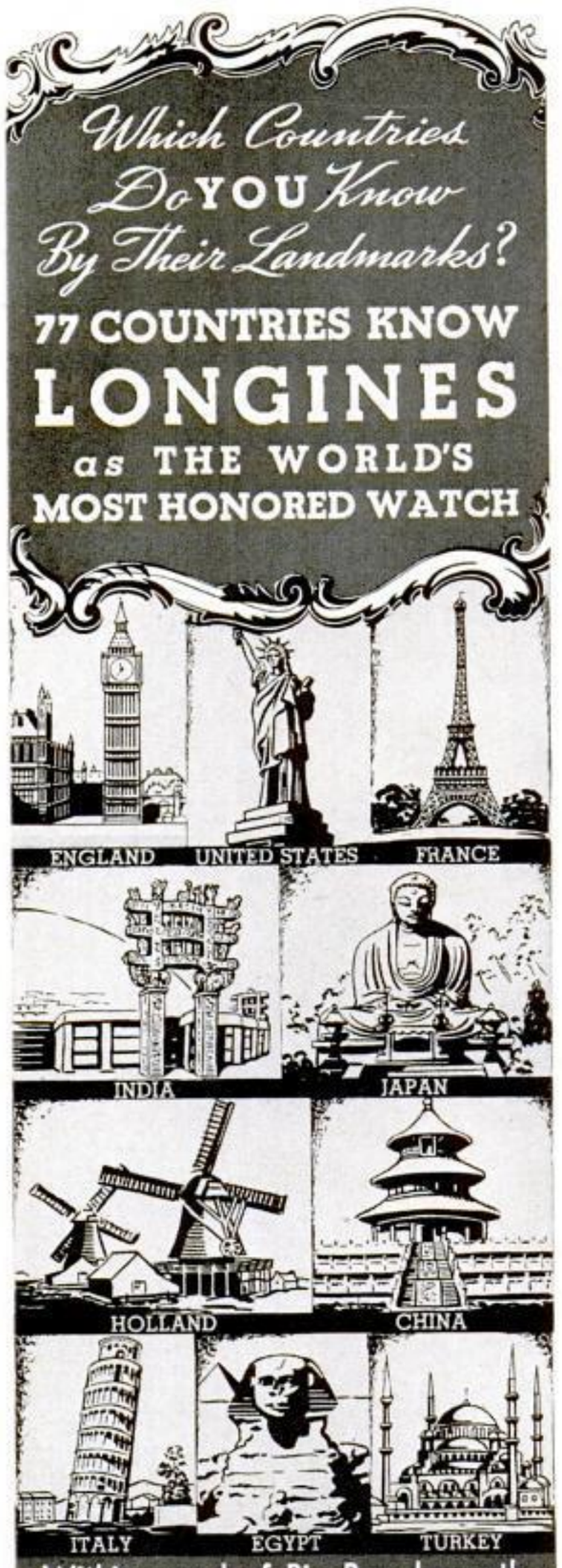
TRY FLEISCHMANN'S SLOE GIN FOR YOUR SLOE GIN DRINKS. 65 PROOF.

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Which Countries Do YOU Know By Their Landmarks?

77 COUNTRIES KNOW LONGINES as THE WORLD'S MOST HONORED WATCH



Within sound of Big Ben, beneath "Liberty's" torch or in the shadow of the Sphinx, you will find Longines Watches. For — 77 countries have honored Longines Watches for 73 years. See Longines Watches, priced $40 to $4,000 at Authorized Longines Jeweler Agencies.

At N. Y. WORLD'S FAIR visit the great LONGINES - WITTNAUER "Time & Space" Bldg. exhibiting the thrilling spectacle, "Time and Space", created by the AMERICAN MUSEUM OF NATURAL HISTORY





LONGINES

The World's Most Honored Watch

WINNER OF 10 WORLD'S FAIR GRAND PRIZES—28 GOLD MEDALS



Women bowlers meet at Oklahoma City where this player is "steering" her ball.



Skirts and pants were equally fashionable at this Congress of Women Bowlers.



A left-handed bowler follows through in top form after rolling a "hook" ball.



A twirl of the wrist by this pretty bowler results in a good "come-back" ball.

Scorekeeper and referee at International Bowling Congress was Mrs. Gussie Hart of Milwaukee. A champion herself, she weighs 282 lb., bowls a good 168 average.



NATIONAL HARDWARE WEEK MAY 6-13

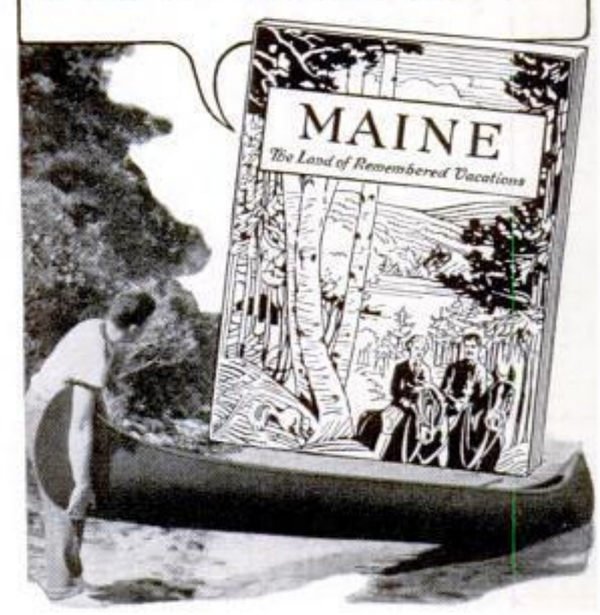


NATIONAL HARDWARE WEEK MAY 6-13

FORTUNE writes of Business as no other magazine can — in the lively realities of plans, policies, problems and people.

VACATION PROBLEMS ANSWERED IN THIS

FREE BOOKLET



What's your idea of a *perfect* vacation? Here's the answer — all in one beautiful booklet. Because Maine offers you rest or sport . . . on wooded mountains or rock-bound seacoast. Hiking, camping, fishing, tennis, golf, everything your heart desires!

You can swim and boat in salt water or fresh. Enjoy the incomparable Maine food. Live in the midst of Maine hospitality at famous hotels, modest inns or comfortable tourist houses. Write for the free illustrated booklet that tells where to go and what to do in Maine. Mail the coupon.

• *See the Maine Exhibit at the New York World's Fair. . . . Then see*

MAINE

GET MORE FOR YOUR MONEY—IN MAINE

MAINE DEVELOPMENT COMMISSION
Tourist Service, Dept. 611
St. John Street, Portland, Maine

Please send me the new illustrated Maine Official Vacation Guide for 1939.

Name_____

Address_____

City_____ State_____

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"Asbestos Papa," latest addition to our Navy's personnel must work in the face of blazing heat. His insulation against heat is an asbestos suit.

INSULATED FOR SAFETY'S SAKE

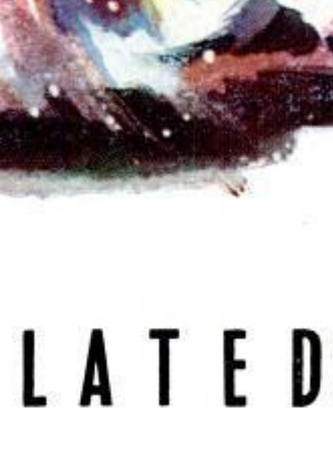
As a result of modern naval developments a new figure has appeared in the Navy's personnel. He is called "Asbestos Papa!" Protected by his insulated suit he provides the necessary margin of safety.

Similarly, because of modern development towards faster running engines and closer clearances, a new-style oil has become essential—Insulated Havoline. It brings a protection old-style oil can not give. *It resists safely the heat to which oil is exposed by so many modern engines.*

This heat makes old-style oils form harmful varnish—varnish that can cause ring-sticking and piston-drag—varnish that reduces gasoline mileage and helps run down batteries through hard starting—varnish that can actually "freeze" certain modern engines. Havoline will not form this harmful varnish. Because Havoline is distilled, it is pure and keeps your engine clean. It gives safe lubrication in all weathers for every car. It leaves no hard carbon to cause knocking or excessive wear. You get the most from your gasoline.

In every way, there's no better oil at any price than Havoline. Please try it.

Stop where you see the Texaco Star. That's a sure sign of Insulated Havoline Oil, Sky Chief and Fire-Chief Gasolines, dependable Marfak Lubrication, helpful, courteous service and clean Registered Rest Rooms.



That's why you need Insulated Havoline

TEXACO DEALERS INVITE YOU to tune in THE TEXACO STAR THEATRE—A full hour of all-star entertainment—Every Wednesday Night—Columbia Network—

9:00 E.D.T. 8:00 C.D.T. 6:00 M.S.T.
8:00 E.S.T. 7:00 C.S.T. 5:00 P.S.T.

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... AGAINST HEAT ... AGAINST COLD

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ANOTHER GRAND PICTURE OPENS THE GATES OF MEMORY...
rich with the emotion of years of beloved melody!

Darryl F. Zanuck and 20th Century-Fox bring you the newest and greatest in entertainment!













The stars of "Alexander's Ragtime Band"

TYRONE POWER
ALICE FAYE

and the star who sings back the past you want to remember

AL JOLSON

in

ROSE OF WASHINGTON SQUARE

THE DRAMATIC STORY OF A GIRL ON THE LEVEL ABOUT LOVE... NO MATTER HOW IT TRICKED HER!





with

WILLIAM FRAWLEY · JOYCE COMPTON · HOBART CAVANAUGH

A 20th Century-Fox Picture

DARRYL F. ZANUCK In Charge of Production

Directed by Gregory Ratoff

Associate Producer and Screen Play by Nunnally Johnson

And in the swing of today . . . Gordon & Revel's latest hit, "I Never Knew Heaven Could Speak"!

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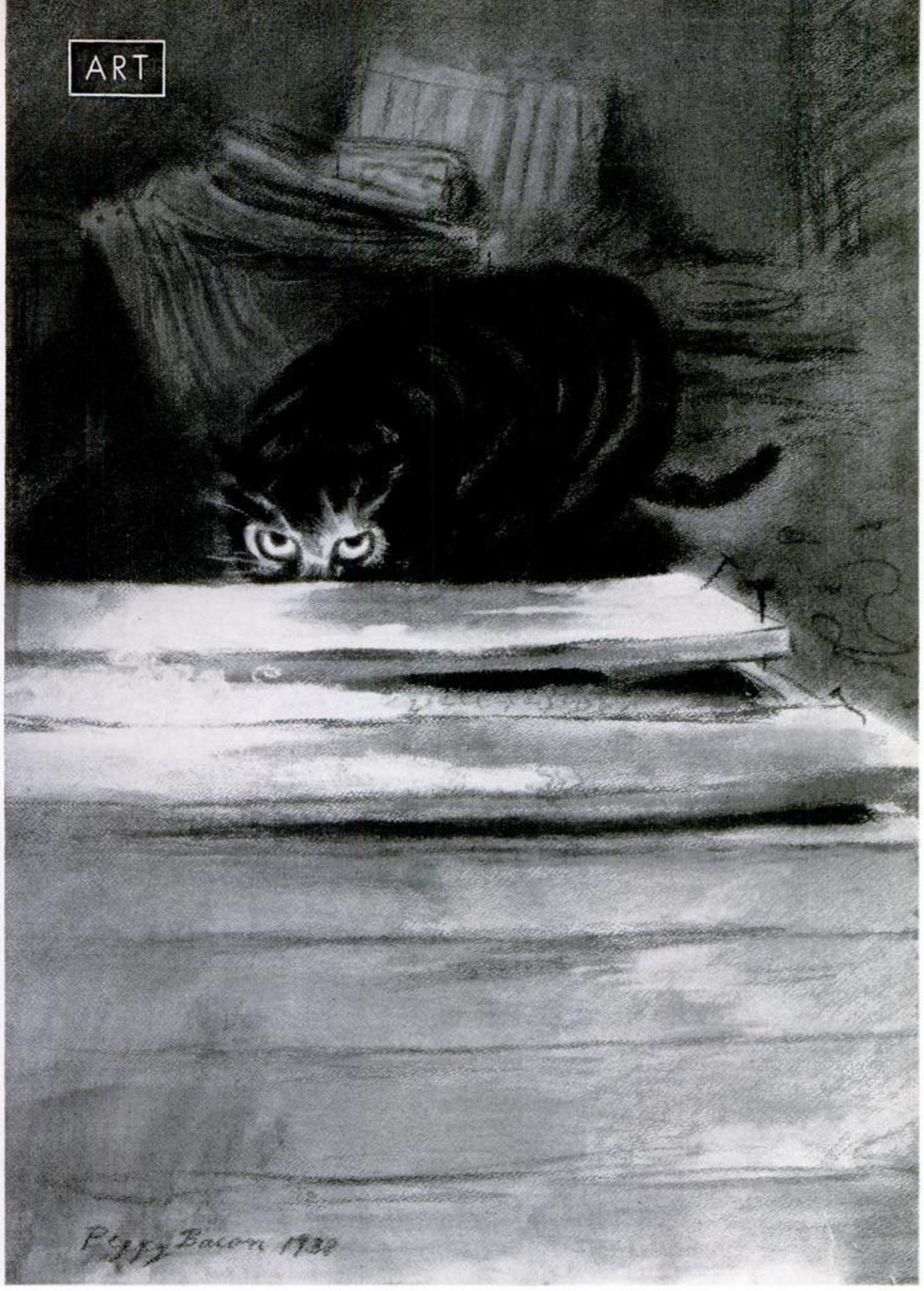
PASTELS BY PEGGY BACON GIVE ALLEY CATS A BREAK



PEGGY BACON & METAPHYSICS

Peggy Bacon is "pin-headed, with thin dark hair on a short dumpy body, chipmunk teeth and no chin, conveying the sharp, weak look of a little rodent." So runs her cutting description of herself. But as her artist-husband's portrait of her holding Metaphysics, who was once her favorite cat (*inset*) shows, Peggy Bacon is not really half as bad as she claims to be. Fact is that the art critics have been acclaiming her drawings since her first real show in New York in 1922 and that her friends in Greenwich Village and Cross River, N. Y., find her most pleasant and attractive. Some of her best works hang in the Chicago, Metropolitan and Whitney museums.

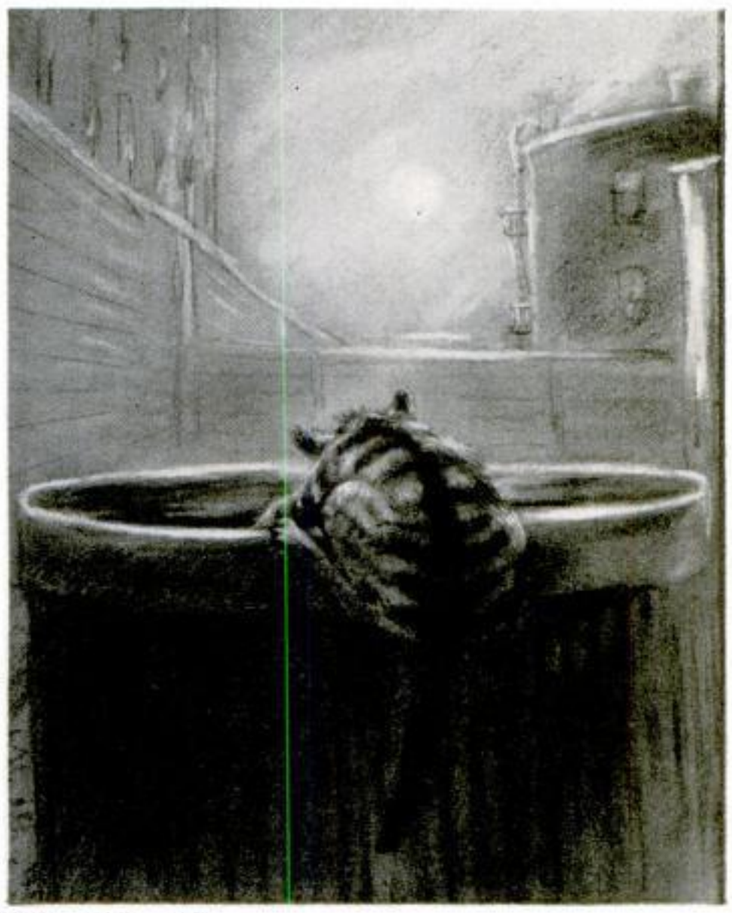
Throughout her life, Peggy Bacon has loved cats. She has had them about her for as far back as any woman dares to remember. Since childhood, she has been drawing them. Recently at the Rehn Galleries in New York, she exhibited 13 pastels she has painted within the last few months of "Manhattan Cats." Her paintings show originality and humor. She not only understands cats' habits, but also sympathizes with them. For her feline heroes she did not choose pampered Siamese or lordly Angoras but yowling alley cats. In the dead of night she catches them fighting and prowling about moonlit alleys. She shows them at home—in ash cans; out promenading—on backyard fences. One of the cats she drew was her own striped tabby Extravagance, who sleeps lazily on a fence and scavenges hopefully in an ash can (*below*). For the other cats shown here, she drew her inspiration from *Buttons*, the whimsical story of a rough-and-ready alley cat, which she illustrated. Some of the story is reproduced on page 61.



"A Desperate Character" is Peggy Bacon's label for this sharp-eyed alley cat who peers over a discarded crate in a back alley in New York. At present, Miss Bacon has two cats of her own: Concertina, a Siamese, and Item, a kitten.



"The Young New Yorker" is an amusing drawing of Extravagance, a striped tabby that Miss Bacon had last year. Here he lies comfortably fast asleep on a backyard fence. His household playmate used to be a cat named Folly.



"The Optimist": here Extravagance clings precariously to the side of an ash can while he searches interior for food.

CONTINUED ON NEXT PAGE

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Did you say FREE PISTON RINGS?



*Plus 10 for Canadian entries.

YES SIR!

Another 100 cars* will be reconditioned again this month with Pedrick Piston Rings for the winners of this contest!

EASY CONTEST FOR CAR OWNERS

Entry Blanks Free . . . Nothing to Buy!

Just finish this sentence: "I want the motor of my car reconditioned with Pedrick Piston Rings because



HERE'S WHAT PEDRICKS WILL DO FOR YOUR CAR . . .

Pedrick Piston Rings stop oil loss, increase power and pep, improve pick-up and give thousands of miles of real driving comfort and enjoyment.

GET YOUR ENTRY BLANK TODAY!

Ask for your free Official Entry Blank at any garage, car dealer or repair shop. If not supplied, write us direct, giving the name of the shop where you normally have your repair work done. *Act Now . . . Write Today!*

Here's your chance to make your car perform like new. Higher speed, more power, quicker starting, better pick-up, easier handling. Pedrick Piston Rings do all these things even in badly worn motors. And think of the money you'll save! No oil wasted—gas mileage increased—you'll be amazed at how much more economically you can run your car.

See Your Repairman!

Get into this easy contest—just finish the sentence above in 25 words or less. The best 100 entries from the United States, plus the 10 best from Canada, judged according to the rules of the contest which appear on the Official Entry Blank, will be awarded complete Pedrick motor reconditioning jobs (labor included) absolutely free. Go to the nearest Pedrick repair shop today. Get a *free* entry blank. Fill it out and mail it. That's all.

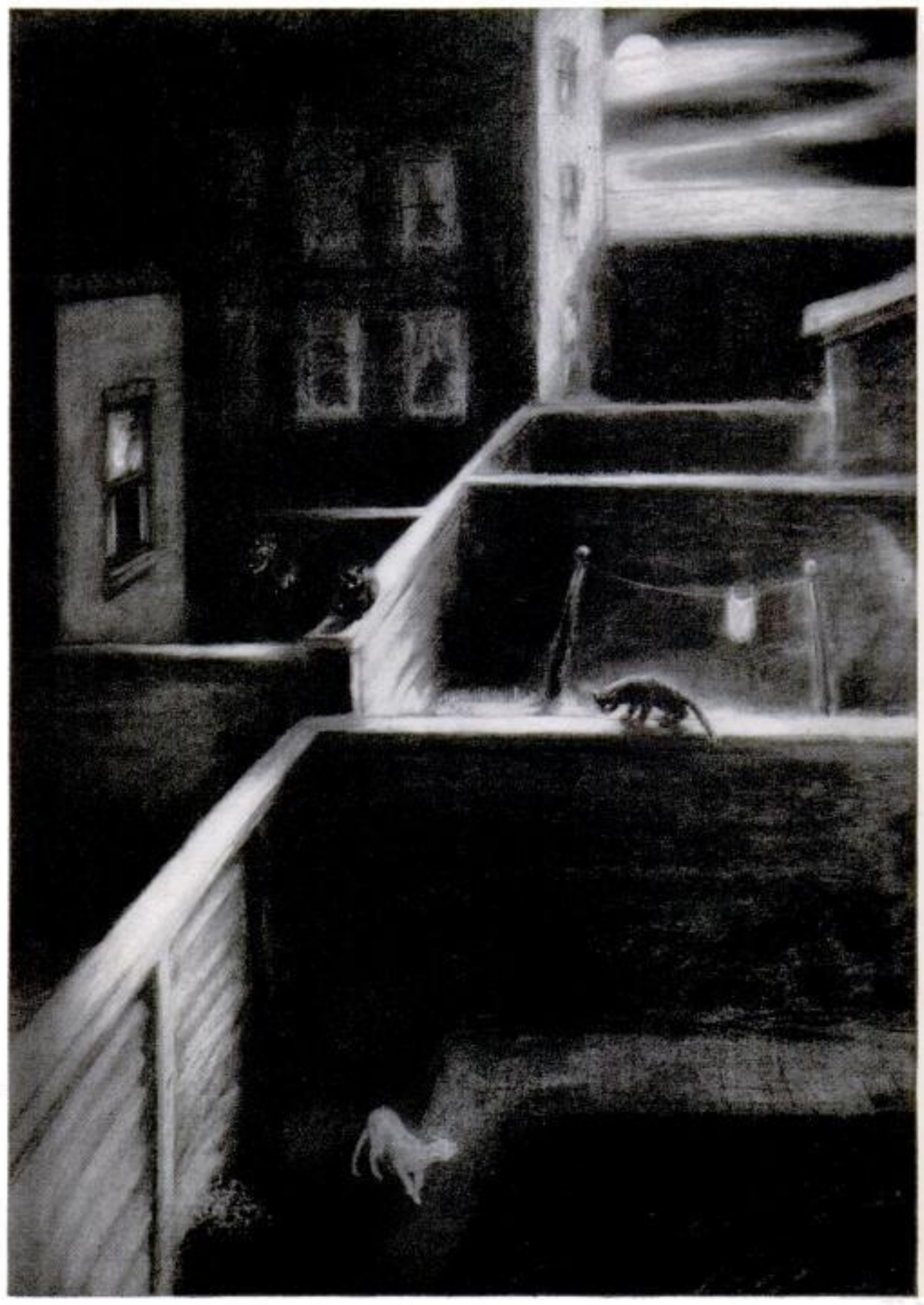
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PEDRICK

★ *The Finest Piston Rings That Money Can Buy* ★

Peggy Bacon's Cats (continued)



"Hecate's Court" is a scarey moonlight scene typical of urban catdom. The alley cats are out prowling. The scene reminded Miss Bacon of mythological witches.



"Great Caesar's Ghost" is a burly alley cat who has survived many fights. Note the white cat in the background who is about to deposit one of her kittens in a box.

CONTINUED ON PAGE 61

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NEW TOOTH BRUSH DISCOVERY





GENUINE NATURAL BRISTLES...RESIST WEAR AND WATER!

Now you can throw away your soggy tooth brush!

Here's an amazing, new kind of Tek that gives you the stimulating spring of genuine *natural* bristles—and keeps that spring and cleaning power more than *6 times longer than before!* That's 6 times longer protection for your teeth and gums!

Not a waterproof coating that will wear off or wash out. But a permanently improved, genuine bristle, transformed by an exclusive Tek process so that it will stand up under the wear-and-water of your daily brushing at least *6 times longer!*

And you'll find Tek so easy to use. Its small, scientific shape cleans even the hard-to-reach curve behind your front teeth. Cleans your teeth and massages your gums.

Gay colored handles for each of the family. In new, silver-and-blue carton, on sale today. Tek 50¢. Tek Jr. 25¢. Tek *Professional* (2 rows) 50¢. *Double* Tek, two brushes packed together, one for morning, one for night, specially priced.

Johnson & Johnson
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"It's lots of fun collecting for my Lane Cedar Hope Chest," says Priscilla Lane
Warner Brothers' star in *Family Reunion*

This Love Gift is the key to planned happiness

FOR SWEETHEART • SISTER • DAUGHTER OR MOTHER
FOR GRADUATION • WEDDING • BIRTHDAY • CONFIRMATION

A wisp of a girl . . .
On the threshold of maturity . . .
A sweetheart, sister, or daughter . . .
Will cherish forever . . .
A Lane Cedar Hope Chest . . .
For this gift of gifts . . .
Marks the dawn of a new home.

Mother, too, will love it . . .
For its patented aroma-tight features . . .
Its guaranteed moth protection . . .
Backed by free moth insurance . . .
That mean absolute safety . . .
For her winter woolens.

No other cedar chest but Lane . . .
In the entire world . . .
Is tested at the factory . . .
For moth-killing aroma-tightness.

Steeped in traditions centuries old . . .
This glorified modern cedar chest . . .
In superb waterproof hardwood veneers . . .
That will never loosen or peel . . .
Is the very essence of romance.

See these latest Lane models . . .
And many others in all period designs . . .
Now at your Lane dealer's store.



Lane Chest—No. 48-1574—The chaste simplicity of this roomy 48-inch chest of genuine colonial design in authentic antique maple finish gives this chest distinctive and rare beauty. Dull hand-rubbed finish.



Lane Chest—No. 48-1626—A beautiful 48-inch chest of modern waterfall design and trunk type top in primavera wood. Finished in a light color. Hand-rubbed and polished. Has the Lane Automatic Tray as illustrated below at left.



Lane Chest—No. 48-1668—This 48-inch chest has modern waterfall design with front of Oriental wood and American stump walnut bordered with zebrawood. Has Lane Automatic Tray as illustrated below at left.

ONLY LANE HAS ALL THESE MOTH PROTECTION FEATURES

1. The only *tested* aroma-tight cedar chest in the world.
2. Exclusive aroma-tight features assure guaranteed moth protection.
3. Built of ¾-inch aromatic red cedar in accordance with U.S. Govt. recommendations.
4. New waterproof Lane-welded Veneers will not peel.
5. Chemically treated interiors even aroma flow and prevent stickiness.
6. Free moth insurance policy by one of world's largest insurance companies.

THE LANE COMPANY, INC., DEPT. L, ALTAVISTA, VIRGINIA
IN CANADA: KNECHTELS LTD., HANOVER, ONTARIO
Also makers of Virginia Maid Cedar Chests without Lane's exclusive features



THE LANE SPECIAL
No. 48-1690—A big, 48-inch chest of modern waterfall design. The front is matched Oriental wood in center with diagonally grained American walnut at each end. Has Lane Automatic Tray.
$29.75 *Slightly higher in West and in Canada*



Lane Lowboy—"The Brewster"—No. 44-1614—A 44-inch chest of authentic colonial design with simulated drawer front. With rich mahogany veneer exteriors.

LANE *Cedar* HOPE CHEST

THE GIFT THAT STARTS A HOME

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Peggy Bacon's Cats (continued)

THIS ALLEY CAT BECAME A GENTLEMAN

Peggy Bacon illustrated *Buttons*, the story of a cat who was born in an ash can but became a gentleman despite himself. It was written by Tom Robinson and published by Viking Press in 1938 ($2). When Buttons grew big he started up the alley. He fought other cats and became King of the Alley. One day a good-looking, nicely-dressed cat came along. Buttons chased him up a tree. The strange cat escaped and Buttons was marooned in the treetop. Firemen came to fetch him but Buttons jumped into a house and hid in the cellar. A man and a little girl found him. They fed him. At first he hated it. But soon he began to like it and looked and acted like a gentleman.



As a kitten "Buttons" couldn't walk very well and rolled out of ash can.



Every night he climbed back into the ash can because he knew it was home.



He was frightened when the firemen put a ladder up the tree to get him.



After his escape a man and a little girl found him and fed him kidneys.



He became a gentleman. His fur grew soft and his broken tail grew straight.



He lived happily ever after, frolicking in the house with a spool of thread.

These three common ills may often come from a shortage of vitamins



LACK OF PEP



SEVERE COLDS THAT "HANG ON"



UNSTRUNG NERVES

New High-Vitamin Yeast offers MORE EFFECTIVE help than vitamins alone

MANY men and women today—studies indicate—are not as splendidly well and energetic as they might be because their everyday meals fail to give *enough* of all the vitamins they need.

Richer in 4 needed Vitamins— In the new Fleischmann's High-Vitamin Yeast you can now get a *richer combination* of 4 vitamins everyone needs in ample amounts regularly—Vitamin A essential to help keep up good resistance, Vitamin B_1 necessary for steady, healthy nerves, Vitamin D the important "bone" vitamin, and the "Vitality" Vitamin G!

Many foods give you one or two of these necessary vitamins—but *no other single food gives you all 4 at once in such rich amounts* as you can now get in this improved High-Vitamin Yeast.

Plus "Booster Action" of Fresh Yeast— And eating these *extra* vitamins this way offers the *added help* of *fresh* yeast itself.

Slow digestion may keep you—like many others—from making full use of the vitamins you eat. By helping to *stimulate* this poor digestion, the yeast aids in making *fuller* use of the vitamins you eat. It "boosts" their assimilation—offers more complete results than vitamins alone.

Start now to eat these extra vitamins this *effective* way in Fleischmann's High-Vitamin Yeast.



Two Cakes a day of Fleischmann's High-Vitamin Yeast give you:

VITAMIN A—6200 Units (Int.)
VITAMIN B_1—300 Units (Int.)
VITAMIN D—800 Units (Int.)
VITAMIN G—100-120 Units (Sh. Bour.)

All the average person needs (plus meals) of A, B_1 and D, and a rich *extra* supply of the "Vitality" Vitamin G. Eat one cake ½ hour before breakfast or lunch, one cake ½ hour before supper, or, if you prefer, eat the two cakes at one time. Eat them plain or in water—*every* day.

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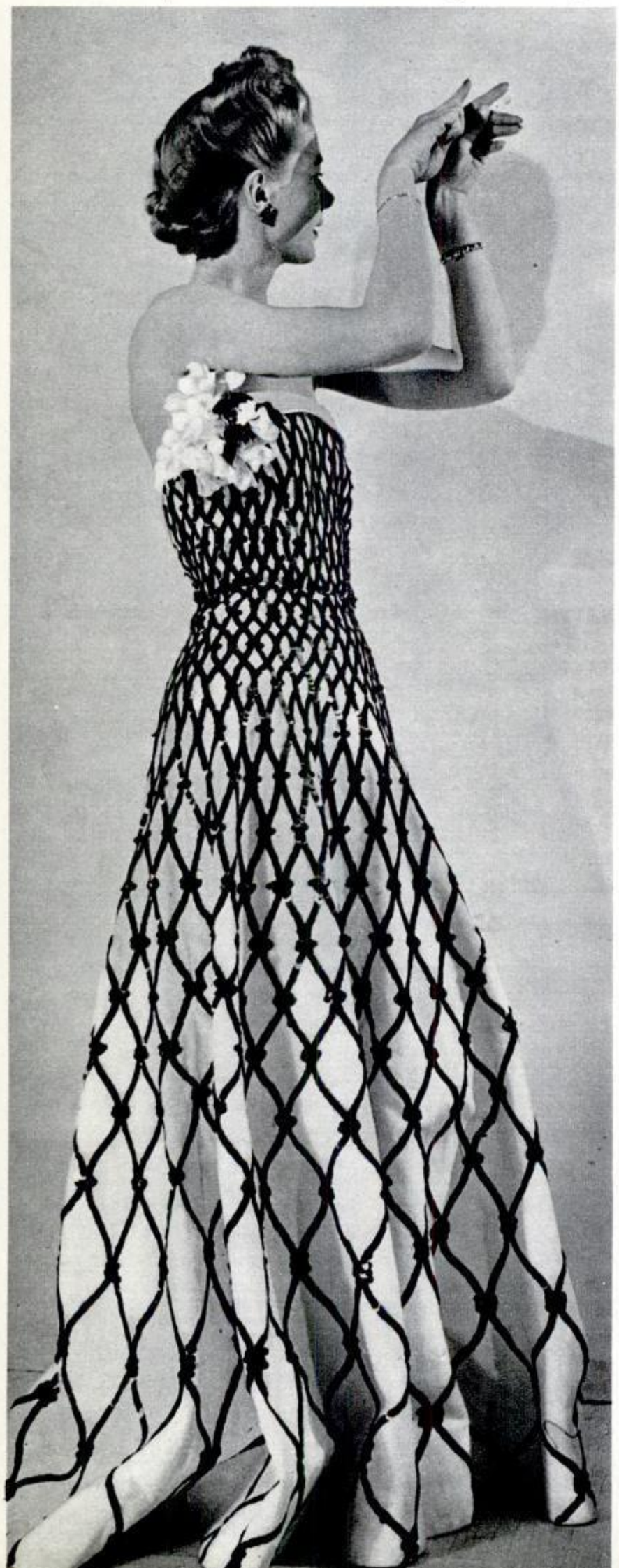
Cotton

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This cotton town dress in blue-and-white-checked gingham was one of the hits of Parisian Designer Bruyère's collection.

This cotton evening gown of white piqué embroidered with black sequins was featured in Paris showing of Robert Piguet.



Paris helps a Great U. S. Fabric to stage Spectacular Revival

Across the Atlantic from the spring fashion shows in Paris to American radio listeners, a few weeks ago, came a clear feminine voice broadcasting thus: "This year cotton starts at the beginning of the day and never stops. . . . It will be worn in the city and go to your best party. It is not just a little cotton evening dress that we have always worn in Southampton when the weather was too hot for anything else. Now cotton has definitely come to town and is no longer the country cousin. In city day clothes cotton is terrific. . . . "

The voice was that of Carmel Snow, dynamic, authoritative editor of *Harper's Bazaar*. Purposely listening in to Mrs. Snow's report of the Paris openings were dress designers and manufacturers, fashion-copy writers and advertisers. Accidentally listening in were countless cotton growers, warehousemen, mill hands, spinners, grocers and gas-station men of the great cotton States.

To these casual listeners, Mrs. Snow's enthusiasm for "divine little cotton dresses, extravagant in rich embroidery, sleeveless, sometimes backless" sounded like unimportant fashion chitchat. But in reality, that bit of feminine information from Paris is likely to mean more dollars and cents in the pockets of the 12,000,000 people in the U. S. dependent on cotton for a living.

Because Paris still is the world's outstanding fashion oracle, cotton, like Cinderella, was miraculously transformed overnight from an ordinary kitchen apron to a glamorous party dress. Paris turned the trick which the U. S. cotton industry had never been able to accomplish.

For the past six years the cotton industry has been groaning about its dwindling export markets. Among the wailings could be heard the passionate pleas of a few hopefuls who rightly argued that home consumption had by no means reached the saturation point, and that home markets might be stimulated to absorb some of the surplus. But none would listen. Meanwhile rayon, negligible as a fabric rival a decade ago, was being ably, intelligently and lavishly promoted. While cotton dawdled, rayon grabbed off 25% of all the fabric business in the women's wearing-apparel field.

The threat of rayon helped persuade the cotton industry two years ago to organize the Cotton Research Foundation and the Cotton Consumption Council. Their job was to originate new basic uses of cotton and to help the merchandising and promoting of cotton. Their great stunt this year will be a National Cotton Week from May 22 to 27, which for the first time will have the co-operation of 75,000 stores. Throughout the country stores will devote numerous windows to cotton displays. There will be cotton fashion shows, cotton balls, cotton festivals and cotton queens. There will be cotton dresses and cotton fabrics the like of which you have never seen before. Thus Queen Cotton will give ailing King Cotton a much-needed shot in the arm.

On the page opposite, Elizabeth Jamieson (*left*) and Kathryne Walsh, Savannah belles, are wearing diaphanous dresses typical of the new cotton evening fashions. Elizabeth's dress which costs $40 contains several hundred yards of cotton lace. Kathryne's organdy dress, at the same price, is 10 yd. wide at hem.



This seersucker town suit is a New York version of a smart cotton outfit for street wear. Cost: $25.

An American white piqué gown for evening wear costs $19.95, is trimmed with black-velvet ribbon.



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material



Chintz for an evening dress is a new use for this material most in demand for slip covers and draperies. This model, with or without straps, has a full skirt, costs $19.95.

Afternoon coat of heavy cotton lace is high-style novelty, costs $69.75. At the Paris openings several coats of solid and open-work cotton fabrics were shown for city street wear.



Red-checked gingham evening dress, worn by the girl on the cover, costs $29.95. Beneath it she wears a cotton petticoat. Gingham has become so popular that mills cannot meet demand.



New Patterns and Weaves give Impetus to Sales of Cotton

Cotton used to shrink. Cotton used to wrinkle. Cheap cotton used to look like a dish-rag after one laundering. For centuries the sleazy cotton dress has been the symbol of the poor but virtuous heroines in American literature who never had any fun. Little wonder that American women have fought shy of cotton.

Now all this has changed. Not only has cotton acquired an aura of glamor, but it is actually different in appearance and performance.

Cottons need no longer shrink for there are several processes which control and eliminate shrinkage. Cottons can now be made water-repellent. Organdies and voiles can now be had with a permanent finish which gives body and luster to the fabric even after laundering. Improvement in dyeing processes now makes cotton sun-fast and fade-proof.

As for appearance, cotton can be made to look like wool, linen, velvet or rayon. The upper column on page opposite shows swatches of cotton fabrics which look like anything but cotton. The lower column shows some of the new prints that have sold thousands of yards of cotton goods this spring.

With technical improvement well under way, the cotton industry is concentrating on how to increase the demand. Typical of successful recent promotions is one which induced women to demand generous 108-in. long sheets instead of the customary skimpy 90-in. sheet. Typical of the suggestions received by the Cotton Textile Institute is one claiming that the cotton problem of the U. S. could be solved if men would only add six inches to their shirts.

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Crinkly organdy with a tiny flower design makes dressy daytime cotton dress, $14.95.



Cotton plaid in a two-piece dress with circular skirt, $7.95. The turban is also cotton.



Sheer seersucker, crease-resistant, can be laundered without pressing. It costs $3.98.



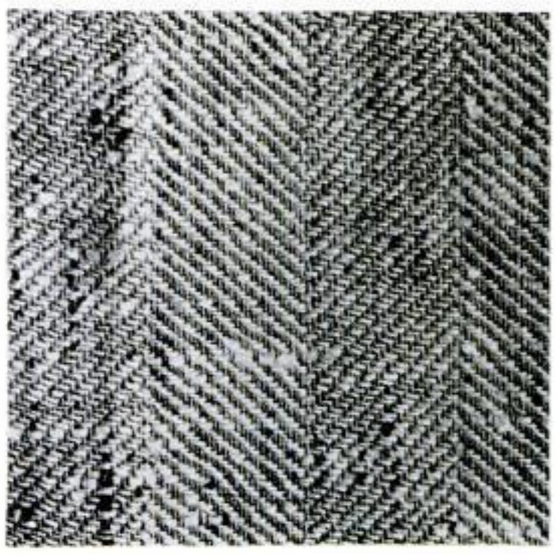
Rough cotton waist and a polka-dot skirt of percale are combined in this $1 wash dress.



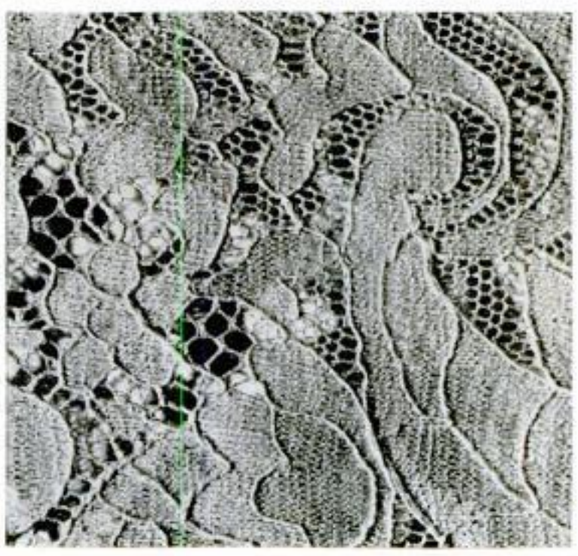
THIS COTTON LOOKS LIKE RAYON



THIS COTTON LOOKS LIKE LINEN



THIS COTTON LOOKS LIKE TWEED



THIS IS HEAVY COTTON LACE



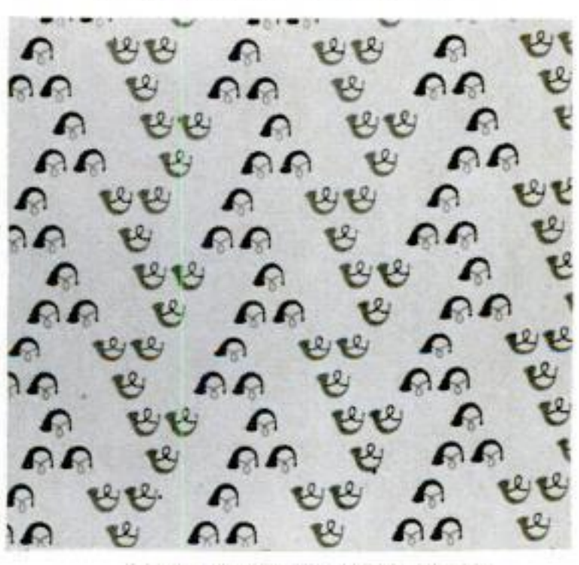
"AMERICAN WAY" PRINT



PRINT USED FOR FLOUR SACKS



PAN AMERICAN PRINT



PRINT WITH MODERN MOTIF

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Cotton (continued)

Styling Enters Men's-Wear Field

Since men work hard at their sports and have the most fun when they get into a good sweat, their sports clothes and underwear have mostly been made of cotton because it absorbs moisture and can stand repeated laundering. But up to three years ago men assembled their cotton sports clothes with no thought to style. Now they are gradually finding they can wear their cottons and not look like village ragamuffins. Slack-and-shirt outfits are now practical, inexpensive, good-looking. Although sold mostly for active sports, they are also being used as lounge suits. For men who insist on wearing seersucker town suits (although few women can understand why) good tailored styles are now available.



Terry-cloth shirt has three waterproof pockets that zip tight and keep things dry; costs $3.50. Robe costs $5. Shoes are corded cotton.



Cotton sack-cloth ensemble of shirt and slacks comes in white, green, blue and costs $1.95. Similar combinations are also made for women.



Checked shirt of lightweight cotton that looks like wool is combined with light-tan cotton pants. Entire outfit can be bought for $7.50.



Seersucker suit, guaranteed against shrinkage or fading, has edges taped to prevent curling. It costs $10. Seersucker prices start at $2.95.



Cotton chenille, a bedspread fabric, broke into the sportswear field last winter at southern resorts. Jackets like this one are costing about $6 in all-white or with colored stripes. They are expected to be popular this summer.



Chalk-striped denim with a blue or pink ground that looks very much like flannel is here used for a pair of overalls which sells for $1.69. The tailored cotton shirt costs $1.25. One-piece play suits, shirts and slacks also can be bought in this fabric.

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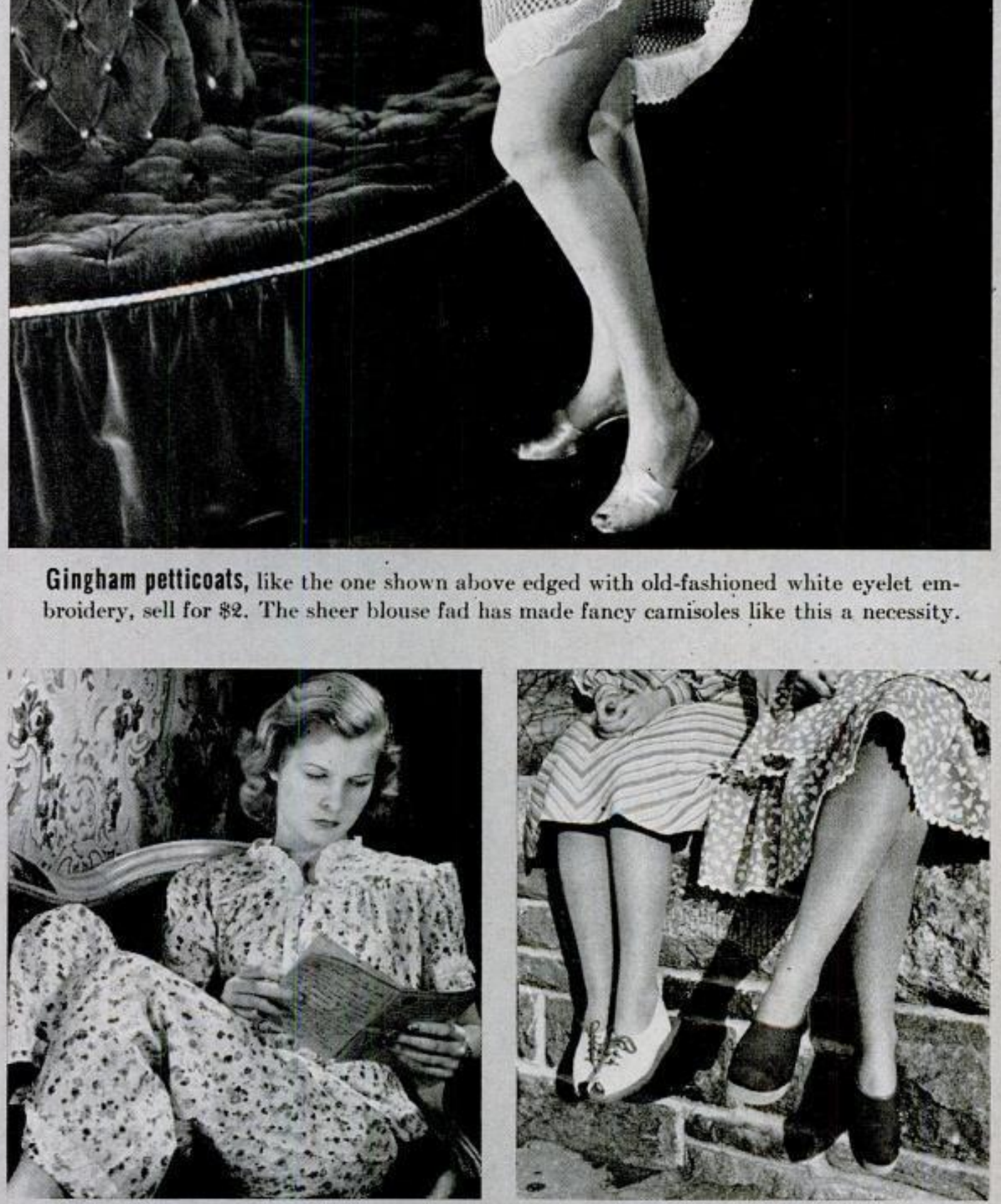
Flecked denim slacks, play suits, overalls in Grand Canyon colors are being promoted for 'teen age youngsters. Slacks cost $1.69. Overalls cost $1.95, are the short clam-digger type. The shirts, which cost $1, can be worn in or out.



In the women's sportswear field cotton has always been supreme. In 1938, about three times as much cotton was used for summer sports clothes as rayon. Estimates for 1939 are that the field will be divided about evenly between rayon and cotton.

Underwear & Stockings of Cotton

Cotton underwear, which went out with grandmother's pompadour and smelling salts, is now the darling of the bright younger set. Print cotton petticoats with ruffled edges and fancy camisoles are a natural part of the little-girl trend prevalent in all women's apparel this spring. But, in the underwear field, what most interests cotton-yarn manufacturers are the stocking experiments conducted by the U. S. Department of Agriculture. Congress gave the department $30,000 last year to find out: 1) why so few women wear cotton-lisle stockings and 2) whether a cotton-lisle stocking that will sell extensively can be made. The stockings pictured at lower right are the results of these experiments.



Gingham petticoats, like the one shown above edged with old-fashioned white eyelet embroidery, sell for $2. The sheer blouse fad has made fancy camisoles like this a necessity.

Cotton-crepe pajamas have been prettied up by the use of attractive prints and trimming of eyelet embroidery. This pair costs $2.95.

Cotton-mesh stockings like these cost from $1 to $1.25. Cotton shoes (*left*) with platform soles cost $4.95; shoes at right cost $7.50.

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Brother-and-sister outfits made of same materials are popular. Suit and dress above, of seersucker, cost $1.95 each.



Party dress of white organdy with blue-ribbon trimming resembles grown-up frock on page 62. This one costs $1.95.



Flour, sugar and feed bags with markings bleached off are used to make this suit and dress, costing 20¢ and 25¢.

Children use Cotton Winter and Summer

Because children are constantly smearing and messing their clothes, no fabric has ever seriously challenged the supremacy of cotton in the field of children's wearing apparel. In clothes for grownups, cotton is mostly a warm-weather fabric. But in children's wear, cotton suits and dresses are in demand winter and summer. Furthermore, cotton is inexpensive. For as little as 10¢ a yard, gay cottons can be purchased which will look as bright as new after repeated tubbings. Since many women still make their children's clothes, the low cost per yard has been an important factor in maintaining cotton's popularity.

Although styles change less in children's than in adult's clothes, new fashions are introduced every season. Several years ago brother-and-sister outfits made of the same materials were expensive novelties. Now they are available at less than a dollar apiece. This year the great excitement in little girls' party dresses is that they look like mama's. Typical of the mother-daughter styles is the red-plaid gingham dress with frilly shirtwaist top worn by the little girl sitting in the chair on the opposite page. This dress, which sells for $1.95, is a miniature version of the shirtwaist dinner dress shown in LIFE, March 20.



Cotton print is used for this girl's three-piece outfit consisting of backless sun suit, coat and mandarin hat. The ensemble costs $2.95. Boy's lawn suit with kite on pocket costs $1.95.



Sixty cents will buy attractive, color-fast, non-shrinkable cotton suits for boys and cotton print dresses like those shown above. Girl's dress is peasant type with shirring at waist.

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"A blond god" is what the Indians called handsome Maximilian of Habsburg when he arrived at Veracruz, May 28, 1864, with his wife Carlota, to become Emperor of Mexico.



"An ugly little Indian" was constitutional President Benito Juarez (*at head of table*), who believed passionately in democracy, rallied his followers to free Mexico from foreign oppression.

MOVIE OF THE WEEK:

Juarez

Democracy is Warners' hero in film of Mexico's tragic Emperor

Imperial magnificence descended on Mexico, May 28, 1864, in the persons of Archduke Maximilian of Habsburg and his wife Carlota. For this Emperor of Mexico, enthroned by Napoleon III, was tall, fair and chivalrous. He was a traveler, a linguist, an author, a painter, the bearer of ancient lineage and culture. Inflexibly honorable, he dreamed of ruling benevolently in this rough new world for the glory of his Habsburg name and the good of his subjects.

But pitted against Maximilian's dream was a squat, ugly little man in a black coat. At first he seemed an insignificant adversary. Benito Juarez was an Indian born to abject poverty, a sheepherder who had spoken no Spanish till he was 12, a lonely man with no flair for majesty. But he too had a dream. It was to free his country of foreign despots, to lift it from the mire of poverty, to teach his downtrodden people to govern themselves. Defeated on the battle field, penniless, betrayed, he adhered with native stoicism to his belief in democracy. In the end, this ugly little Indian in the black coat became the Lincoln of his nation, the emancipator of Mexico.

The battle to death between these two men and their divergent worlds is now lifted from history by Warner Bros. in a movie with Paul Muni as Juarez, Brian Aherne and Bette Davis as the imperial couple. Faithful to fact, Hollywood's leading social documentarians show Maximilian as a sincere but weak man, the dupe of wily Napoleon, the victim of his own vague liberalism, the gentle, ill-advised and unwanted ruler of an oppressed people. Finis to his story and to a magnificent film is his death before a firing squad while his frail Empress, pleading vainly in Europe for succor, goes insane.



JUAREZ' DEATH MASK



Defeat in battle is sustained by Juarez' Mexican force at the hands of French troops who maintain Maximilian on the throne.



Forced to flee, Juarez makes his carriage his capitol. He takes with him a portrait of Lincoln, his ideal.



In prison, Maximilian convinces captured Porfirio Díaz that he wants only to rule wisely, sends him to convince Juarez too.

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Guerrilla warfare in isolated Mexican towns takes fearful toll of Maximilian's hated French soldiers.



A prayer to the Virgin Mary is uttered by Empress Carlota for an heir to the husband whom she adores.



Grief-stricken, Carlota learns that she can never have a child. She agrees to Maximilian's plan for adopting an orphaned Mexican boy as heir apparent.



AT THE ADOPTION CEREMONY, AS THE BOY IS SHOWN ON THE PALACE BALCONY, JUAREZ ANSWERS MAXIMILIAN'S PEACE OFFERING BY BLOWING UP THE POWDER MAGAZINES



A reign of terror is Maximilian's last resort in his attempt to subdue hostile Mexico. Thousands are shot for possessing weapons.



Vainglorious Napoleon III, posing for portrait on horseback, is ordered by U. S. ambassador to evacuate Mexico.



Doom faces Maximilian and Carlota when French Marshal Bazaine reports he has been commanded to withdraw his soldiers.

CONTINUED ON NEXT PAGE

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Juarez (continued)



Carlota's plea for aid to her husband is ignored by Napoleon and Empress Eugénie. Carlota calls Napoleon a charlatan.



Her spirit broken, Carlota faints on palace floor. Her body is healed but her mind is gone. She died insane in 1927.



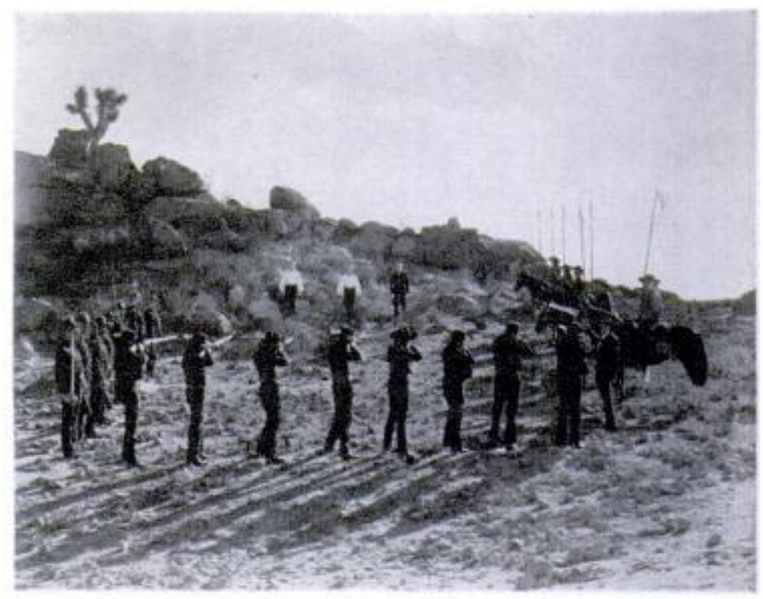
A last stand is made by Maximilian, now deserted by France and surrounded by intrigue, in the old city of Querétaro.



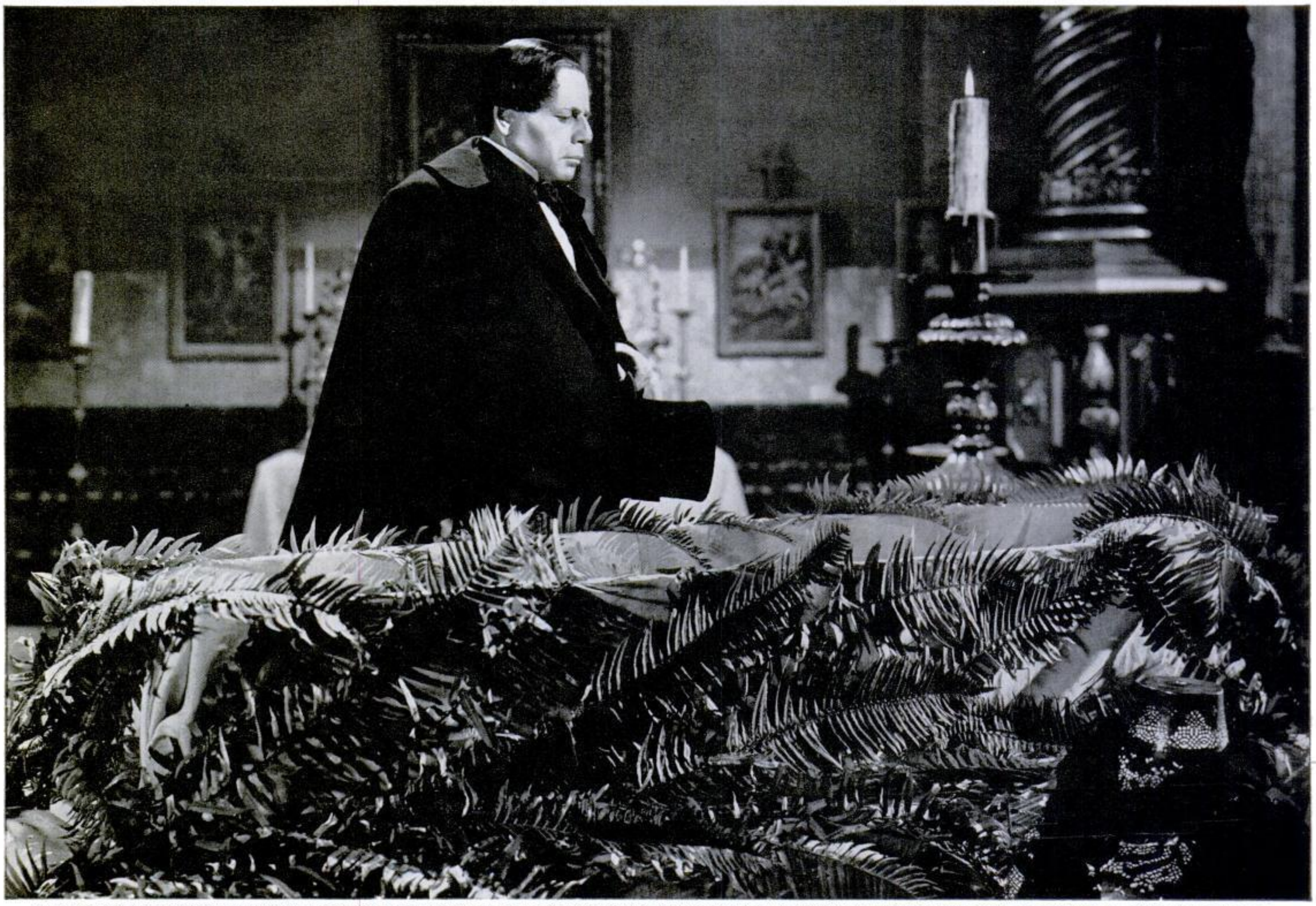
Maximilian surrenders his sword to General Escobedo of Juarez' army when Querétaro is betrayed on May 15, 1867.



With serene dignity, Maximilian and his generals march to death after a court-martial by the victorious Republicans.



The firing squad ends Maximilian's dream of an empire, on the Hill of the Bells in the early morning of June 19, 1867.



THE VICTOR IN MEXICO'S STRUGGLE BETWEEN DEMOCRACY AND MONARCHY SAYS "FORGIVE ME" TO HIS NOBLE ADVERSARY OVER A COFFIN IN A DIM-LIT CATHEDRAL

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How much is

3,000,000 Acres?

It's all the potato fields in this great country put together! It's about 20,000 average farms!

It's all the crop lands harvested in five New England states! It's land worth about 100 million dollars . . . *all of it needed for the brewing industry alone!*

Since repeal of prohibition in 1933, American Brewers have used *more* than . . .

15 BILLION POUNDS OF FARM PRODUCTS !

No wonder farmers are deeply interested in an industry that uses all this barley, corn, rice and hops . . . the pure, natural products used in making beer.

Scores of thousands of farm families today owe their livelihood to beer . . . and that's only part of the picture!

Brewing has made jobs, since 1933, for at least one million workers . . . who might otherwise be swelling relief rolls.

And brewing pays taxes at the staggering rate of over a million dollars a day . . . an immense new contribution to government revenues.

We are ready to cooperate fully with all public law-enforcement authorities. This Foundation's self-regulatory program to eliminate unsavory conditions in retail outlets for beer, is being tested in certain areas . . . and will be extended, gradually and permanently.

This we know . . . that we are best served by whatever best serves you. And we pledge you our continued efforts, our fullest cooperation, to that one end.

Send for our booklet telling about the Foundation plan.

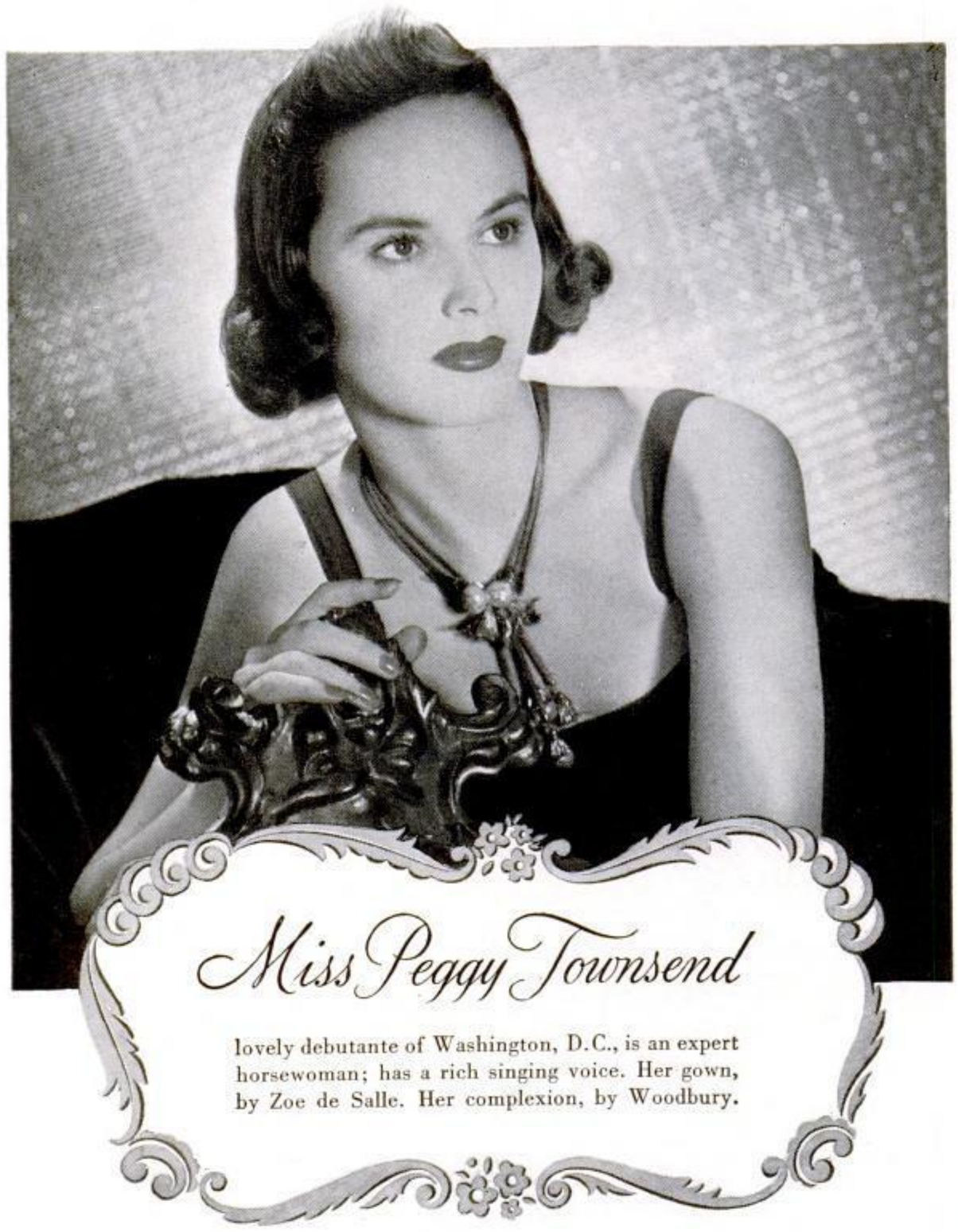
For booklet, address: United Brewers Industrial Foundation, Dept. A3, 21 *East 40th St., New York*

Beer . . . a Beverage of Moderation

UNITED BREWERS INDUSTRIAL FOUNDATION

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Dancing Debs stay fresh till dawn after a Woodbury Facial Cocktail



Miss Peggy Townsend

lovely debutante of Washington, D.C., is an expert horsewoman; has a rich singing voice. Her gown, by Zoe de Salle. Her complexion, by Woodbury.

"When I see a 'debbie' who never dances more than halfway round the ballroom without a cut-in, I make this mental note: She's a devotee of the 5 o'clock Woodbury Facial Cocktail ... and she'll soon be among the 'young marrieds'."

Says CHOLLY KNICKERBOCKER
Noted Society Commentator

Be utterly lovely for your date tonight! Climax your busy day with a refreshing, skin-enlivening Beauty Cocktail of Woodbury Facial Soap.

AT PARTIES, night after night, how do the debutantes hold that glamorous freshness? These daughters of "first families" are loyal to a beauty tradition, dating back three generations. They defend their beauty with Woodbury Facial Soap.

Five o'clock every day strikes the Facial Cocktail hour when the debs glory in Woodbury's enlivening lather. Brisk up their beauty for the conquest of hearts.

Follow in their steps to after-dark loveliness. Whenever your skin is sallow with fatigue, take this popular Woodbury Facial Cocktail to spark up its youthful glamour.

Apply Woodbury's lather all over your face. Be leisurely about it. Give the skin-stimulating Vitamin in Woodbury, so important to complexion beauty, time to recall your skin's energy and vitality.

Begin tonight! Use warm water and Woodbury plentifully before your evening date. Your lovely complexion will stir admiration in the heart of every man you meet! Take a Woodbury "facial" at bedtime, too. It's Beauty's grandest nightcap!

Hear CHARLES BOYER in thrilling radio dramas, every Sunday night, NBC Network.



CONTAINS SKIN-STIMULATING VITAMIN*
*Produced by ultra-violet irradiation—Patent No. 1676579



Swankest movie opening of the year was Warner Bros.' *Juarez* in Broadway's Hollywood Theater. Socialites, celebrities, Latin American diplomats packed sidewalks.

LATIN AMERICAN DIPLOMATS CROWD OPENING OF "JUAREZ"

U. S. movie audiences were for years accustomed to Mexicans who were villains—sly, slippery and treacherous. The Hays code put a check to this in 1930 when it decreed that national types may not be subjected to cinematic slander. But how far the U. S. has traveled toward a new respect for its southern neighbors and how far the movies have advanced toward adulthood was shown April 25, when Warner Bros.' *Juarez* had its opening in New York.

A scholarly and sympathetic study of the humble Indian who liberated Mexico from foreign rule (*see p. 70*), the film drew the most dazzling first-night audience seen this year on Broadway. Mingling with Grade-A bankers, socialites, debutantes, Hollywooders, politicians, ambassadors and miscellaneous celebrities, was a corps of Latin American diplomats brought up by special train from Washington. Twelve Central and South American countries were represented by ministers or attachés. Here are some of the big official Mexican contingent that came to acclaim Hollywood's contribution to the Good Neighbor Policy.



Great-grandson of Juarez is Pablo Prida, Mexico's biggest movie exhibitor, who traveled 2,800 miles for the opening. His grandmother was Manuela, Juarez' daughter.

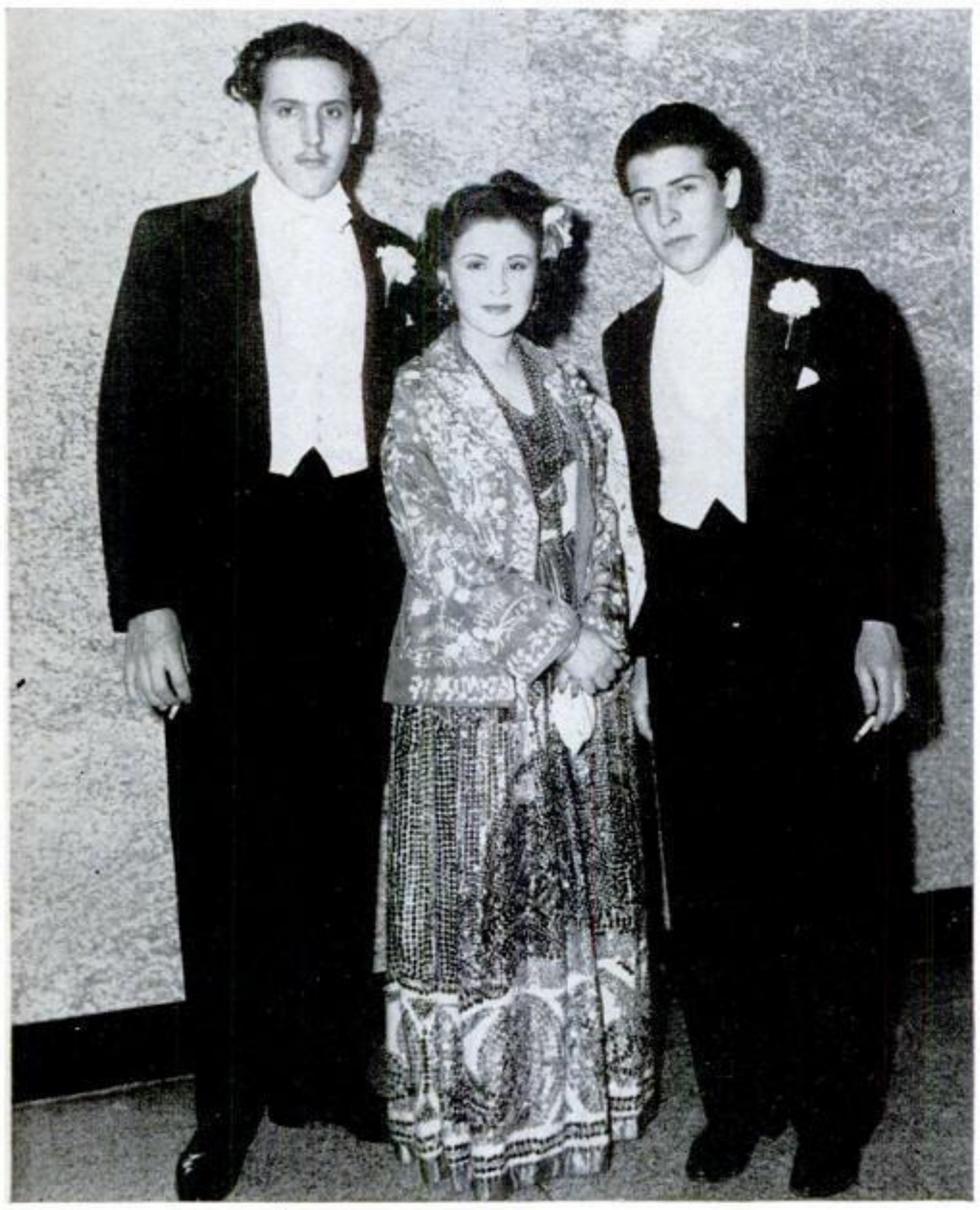
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Resident Minister Luis Quintanilla led Mexico's diplomatic corps at opening.



Assistant Military Attaché Captain Carlos Berzunza of Mexico came in uniform.



Children of the ambassador from Mexico represented their father who was in Mexico with President Cárdenas. They are Luis, Emma and Francisco Castillo Nájera Jr.



Consul General Rafael de la Colina of New York chats at the Waldorf-Astoria after opening with Señora Quintanilla, American-born wife of Mexico's resident minister.

"I had a problem with ugly bulges until I sent the Spencer coupon below"



Above: Note the bulging of the hips and abdomen in the ordinary corset. At right the same woman in her Spencer. Hips are slenderized and the abdominal bulge is gone.

Are your hips a problem? Are you troubled with a bulging abdomen or a "spare-tire" of flesh around the waist line? Then follow the example of the young woman in the photograph and find out what a Spencer can do for you.

Your Spencer corset and brassiere will effectively correct any figure fault because every section, every line is designed, cut and made to solve your figure problem and yours only. Spencers are light and flexible yet *every Spencer is guaranteed to keep its lovely lines as long as it is worn!*

Have a figure analysis—free

At any convenient time, a Spencer Corsetiere, trained in the Spencer designer's methods of figure analysis, will call at your home. A study of your figure will cost you nothing. Stop experimenting. Prices depend on materials selected. A wide range to suit every purse.

Send for interesting free booklet "Your Figure Problem"

Look in your telephone book under "Spencer Corsetiere" and call your nearest corsetiere or send us the coupon below for booklet. This will not obligate you in any way.



"I've lost inches in my Spencer"

Copyright, 1939, Spencer Corset Co., Inc

Write Anne Spencer

for personal advice FREE on figure faults checked here.

Anne Spencer,
Spencer Corset Co., Inc.
133 Derby Avenue,
New Haven, Connecticut.

Do You Want to Make Money?

Ambitious women may find business openings as corsetieres in every state. We train you. If interested, check here ☐

Name_____

Address_____

Also made in Canada and England at Rock Island, Quebec, and 4 & 5 Old Bond St., London, W. 1.

SPENCER *INDIVIDUALLY DESIGNED* **CORSETS**

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AMERICAN GOLFER LEADS DOUBLE LIFE...



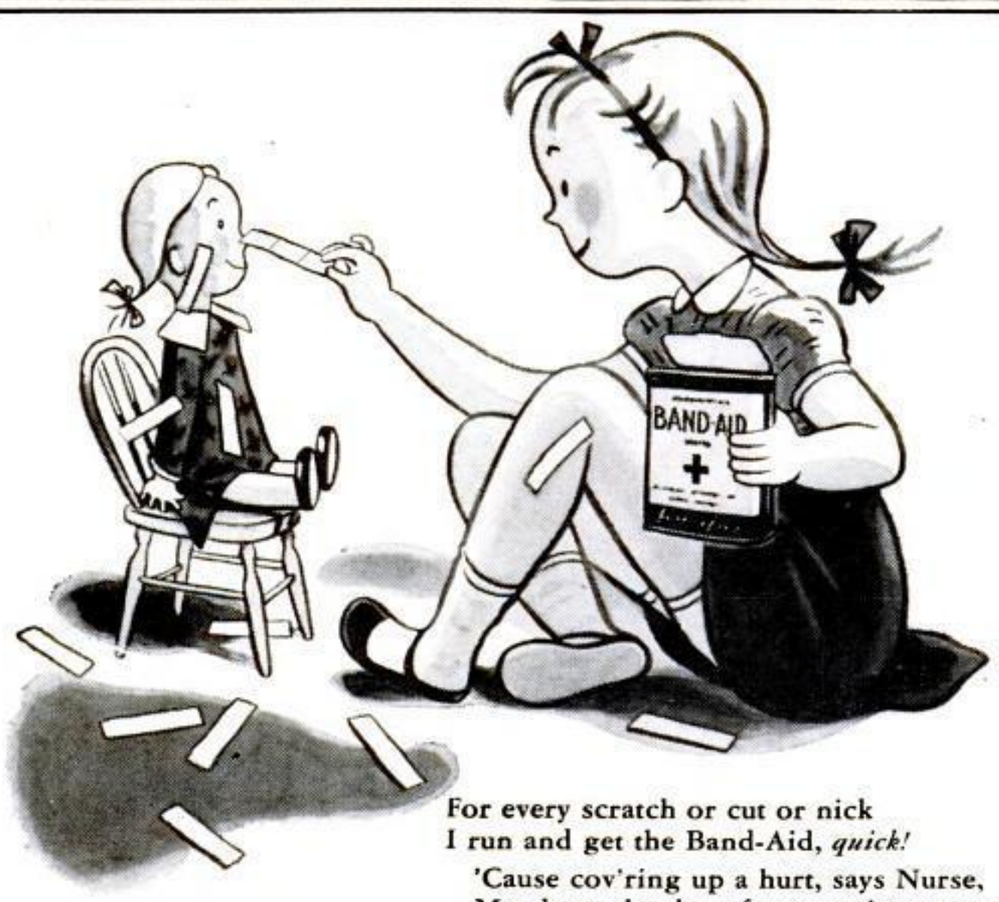


Classic of the sports world, from Bar Harbor to Waikiki—the American Golfer, designed for active sports wear, perfectly cut and tailored, made of Lorraine fabric, a chambray seersucker—in white and seven colors.

Version One—American Golfer Playsuit, a two piece outfit, with a flaring gored skirt that buttons up the front. The pleated shorts have a drop seat. $7.95

Version Two—One piece American Golfer dress, saddle sleeves for easy action, six gored skirt for knee room. Big pockets, good looking elastic belt. $6.50.

On sale at **Best & Co.,** New York and branch stores, **Marshall Field & Company,** Chicago and suburban stores, and scores of other good stores throughout this, and foreign countries. • *For the name and address of the one nearest you, write Straus, Royer & Strass, Inc., Baltimore, Md.*



For every scratch or cut or nick
I run and get the Band-Aid, *quick!*
'Cause cov'ring up a hurt, says Nurse,
May keep that hurt from getting worse
And *I* think Band-Aid's simply dandy;
It's ready-made and neat and handy
What's more, it *stays* on awkward places
Like elbows, knees and little faces!



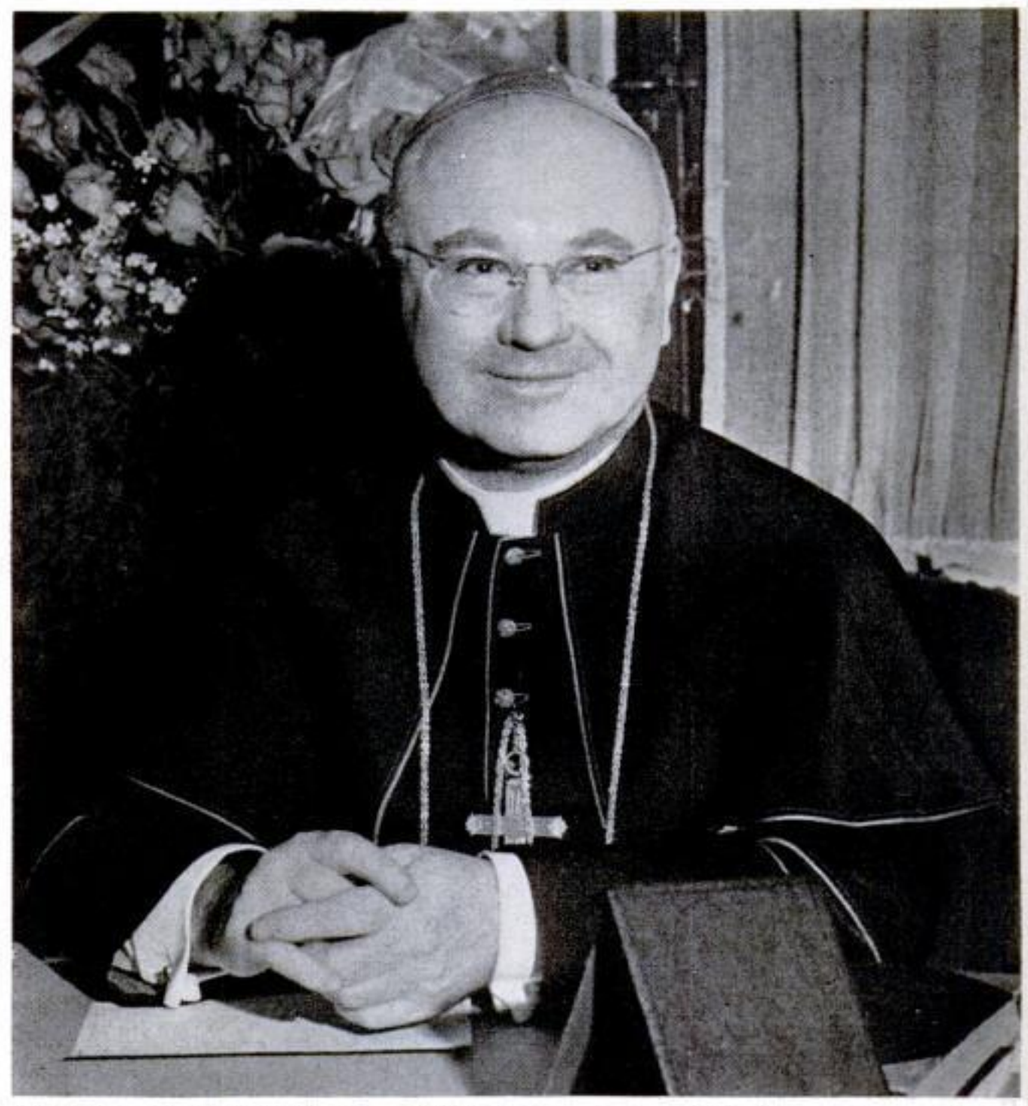
←ONLY 19¢ FOR 36 READY-TO-USE BAND AIDS.

Johnson & Johnson

BAND-AID ADHESIVE BANDAGES

REG. U. S. PAT. OFF.

A RED CROSS PRODUCT



Archbishop-elect Francis Joseph Spellman, head of world's richest Roman Catholic diocese, will probably be given a Cardinal's hat at first Consistory of Pius XII.

BOSTON BISHOP APPOINTED TO HEAD NEW YORK ARCHDIOCESE

For 20 years William Cardinal O'Connell groomed quick, energetic Francis Joseph Spellman as Priest, Monsignor and Auxiliary Bishop to succeed him in his Archbishopric of Boston. Last week, however, orders from Rome gave the career of Bishop Spellman a new turn. The most outstanding young U. S. prelate, he was appointed Archbishop of New York by Pope Pius XII, to succeed the late Patrick Cardinal Hayes in the key U. S. archdiocese.

In Rome, where Cardinal O'Connell sent him in 1911 to study and take Holy Orders and again in 1925 to serve in the Vatican Secretariate of State, Francis Spellman had won another powerful patron, Eugenio Cardinal Pacelli. For seven years, during which he once smuggled a Papal Encyclical past the Italian censors, he served as chief interpreter of U. S. Catholicism to the Vatican. In the Archbishopric of New York, Pius XII will have an able interpreter of the Vatican to U. S. Catholics.



Father Spellman, once a sand-lot shortstop, coached Holy Name Society ball team while curate in Roxbury, Mass., parish. In Italy he learned to pilot an airplane.

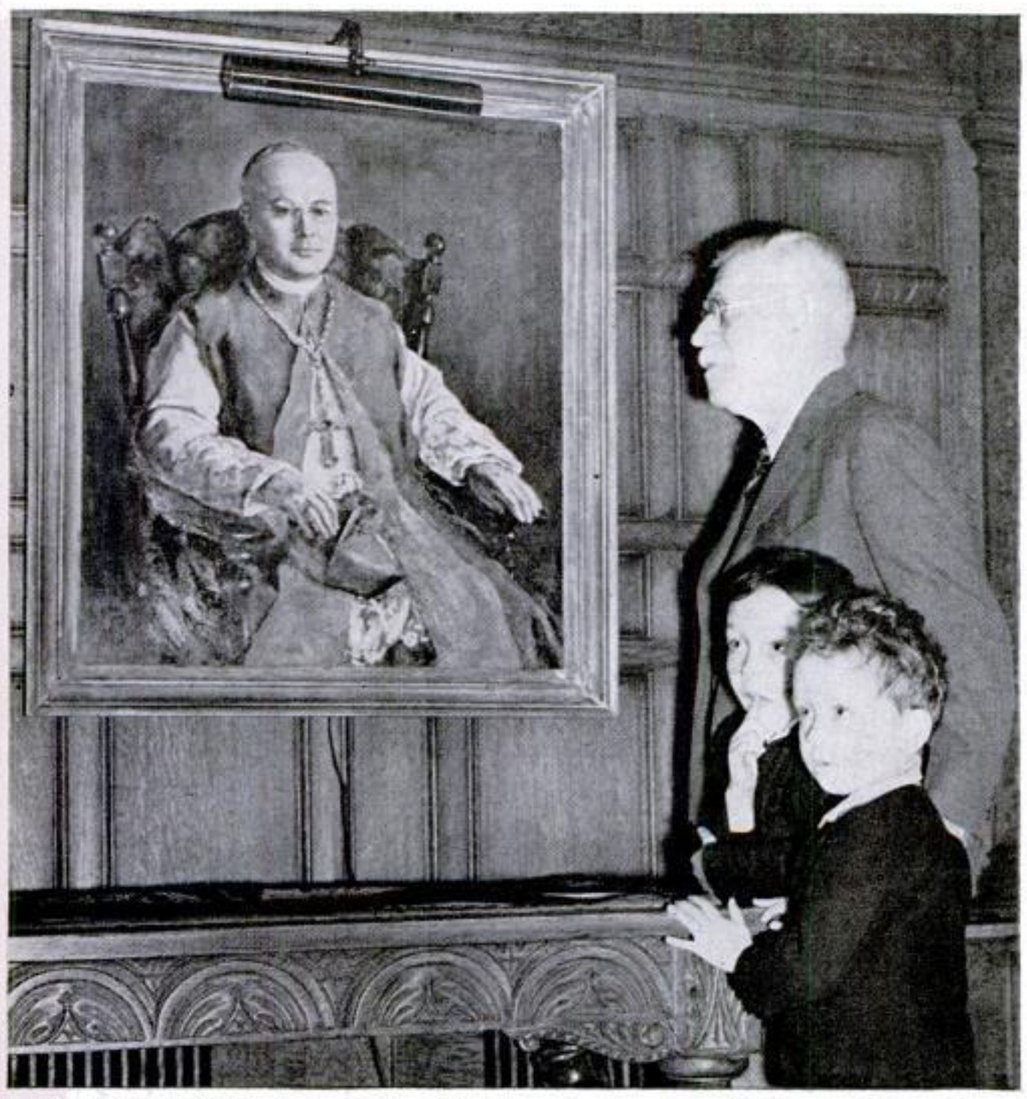
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In Vatican, Bishop Spellman poses with family and friends after consecration in 1932 by Cardinal Pacelli. He was the first U. S. Bishop consecrated at St. Peter's.



Knighthood of Malta, conferred on Bishop Spellman in 1932 by Grand Master Prince Chigi (*left*), topped honors as he left Vatican for diocesan work in Boston.



Father and nephews admire Bishop Spellman in portrait at Whitman, Mass., home. There he is remembered as bright, ambitious boy who worked in father's grocery.



Your Kitchen Needs

Up-to-date ALUMINUM COOKING UTENSILS

How long since you really looked at your utensil equipment in your role of household manager? A fifteen minute inspection will show you the way to a thousand better meals every year. The check chart* will show you just how you can make your equipment more efficient, more economical. Ask your husband to team up with you.



FOR FLAVOR
Aluminum, the metal that is Friendly to Food, keeps food flavors natural. Foods look better, taste better because they cook evenly in Aluminum.



FOR HEALTH
The natural goodness—the minerals, the vitamins, the purity, are preserved in Aluminum. Full food value and full flavor make for appetites and health.



FOR ECONOMY
Nature made Aluminum a better heat conductor than other metals practical for cooking. Heat spreads faster, cooks evenly, uses less fuel. No food spoiled.

HANDY POT 'N' PAN CHECK LIST!

Sizes: ☐ Too few ☐ Too small ☐ Too large.
How they heat: ☐ Too slow, waste fuel ☐ Too fast, burn food.
General condition: ☐ Worn ☐ Battered ☐ Broken.
Bottoms: ☐ Bulged, wobbly.
Handles and Knobs: ☐ Loose ☐ Broken ☐ Get too hot.
Lids: ☐ Too few ☐ Out of shape.

WHAT TO DO NEXT—Bring your kitchen up-to-date with Wear-Ever Aluminum Cooking Utensils. When you buy look for the Wear-Ever trade-mark. For 39 years it has guided housewives to "Aluminum at its best." If you do not know where to buy Wear-Ever, write The Aluminum Cooking Utensil Co., 1505 Wear-Ever Building, New Kensington, Pa.

WEAR-EVER ALUMINUM TRADE MARK REG. U.S. PAT OFF.

"Wear-Ever"

Aluminum at its Best

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"Will you please tell them where you got that Arrow Tie!"

• There are three types of ties: ties people kid you about, ties they never notice, and ties that win you bouquets. Arrow Ties are sure-fire Type 3-ers. They have hand-picked patterns; they tie into perfect knots; they resist wrinkling. Get some now. **$1.00** and $1.50.

ARROW TIES

As Outstanding as Arrow Shirts

LAZY LACER
For sports, street, country. Quick lacing. No. 193 Tan grain, crepe sole. No. 192 cordo calf, leather sole, $8.85. $7.85

DOUBLE DUTY
Loafer. . . Indoors a slipper. Outdoors a shoe! . . No. 199 Tan luggage grain. No. 190 in Black. $5.85



New Soft SHOES SWEEP THE COUNTRY-!

Feel how they *ease* every step. See how they *streamline* your appearance. Algonquin forepart *sewed by hand* . . . flexible patented. Nothing else like them!

Now 12 Loafer Styles for Every Footwear Need

$5.85 to $8.85

Nettleton Shoes $10 to $20

Nettleton

LOAFERS

FREE STYLE BOOKLET *Send Postal*

A. E. NETTLETON COMPANY
Syracuse, New York

PEOPLE

The Cameras of the World Press now put these people in the News



Mrs. Roosevelt's Lorenzo left a concentration camp fortnight ago and entered a children's colony at Biarritz. He is one of the Spanish war orphans now being cared for by American "foster-parents" at $9 a month each. When the First Lady agreed to "adopt" a child, she drew Lorenzo Murias who is 12, wants to be an aviator.



Countess Haugwitz-Reventlow's Lance, here to visit grandfather, Franklyn L. Hutton, was unloaded at West Palm Beach, Fla., April 23, with the dignity of a flour sack and the camera-dodging precautions of a Lindbergh. A nurse carried him and taciturn guards flanked him on either side. Lance's mother has him nine months a year.

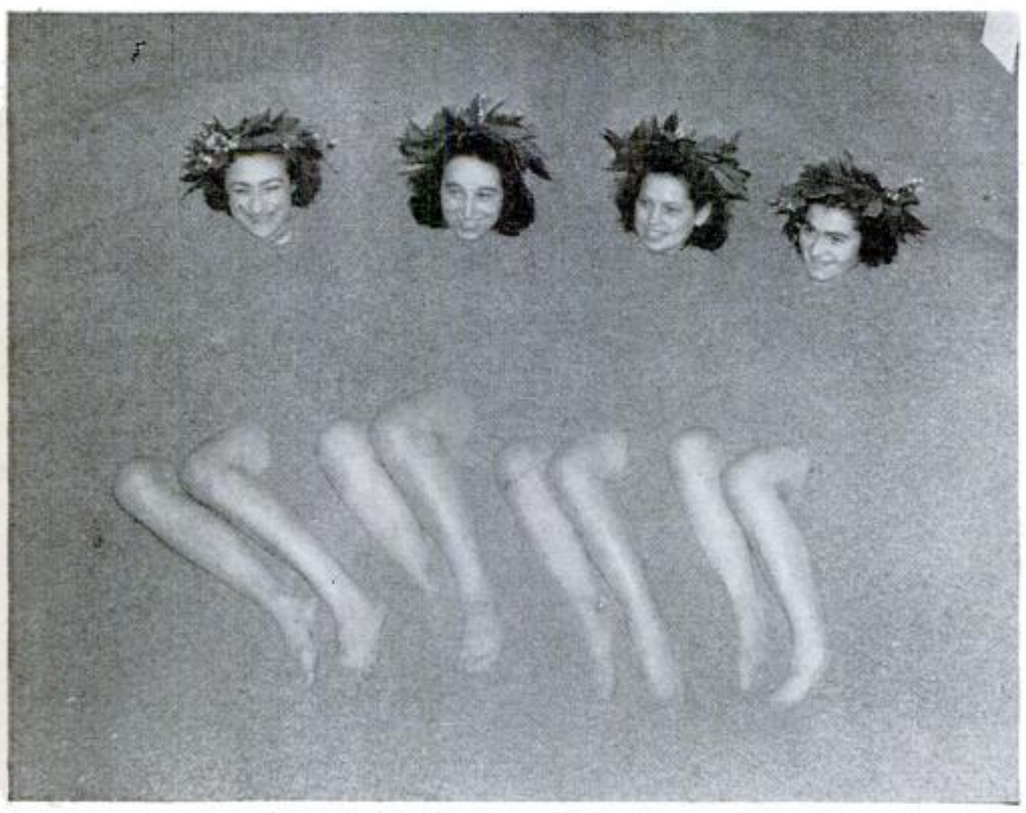
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"Worthless," a New Guinea cuscus said to be the only one of its kind in the U. S., staged a rose-eating show in a Los Angeles veterinarian's office on April 24. A cuscus is a diprotodont marsupial mammal related to the opossum. His favorite diet is rose petals but he does not turn up his nose at a tender young bird or bug.



Dewey & Vandenberg put their heads together over Republican prospects for 1940 at a banquet of the American Society of Newspaper Editors in Washington, April 21. A recent FORTUNE poll showed that Dewey is well ahead of his older rival in the presidential sweepstakes. Latest standings: Dewey 4.2; Vandenberg 2.6; Taft 1.7.



Wheat Queens were chosen in the Province of Ferrara, April 7, as Mussolini ballyhooed another spring-planting campaign to make Italy self-sufficient in wheat production. Even in good years like 1937 Italy cannot produce enough to avoid importing or cutting down on flour quality. Ferrara is a fertile plain south of the River Po.

CONTINUED ON NEXT PAGE



Don't be a "Button Battler"— buy SHORTS WITH GRIPPERS*

Reg. U. S. Pat. Off.



HIS SIDE Alas . . . poor man! His breakfast and his disposition ruined, all because the buttons won't stay on his shorts.

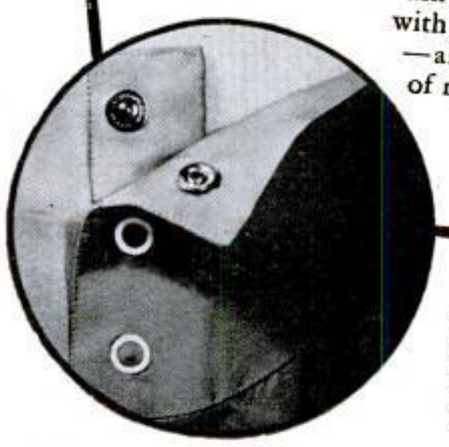
But wait! There is no excuse for frayed button holes, missing buttons and frayed nerves. Get Shorts with GRIPPERS. Grippers outlast the garment—launder perfectly and refuse to be broken or lost. What a convenience for HIM—what a relief for HER. Next time ask for shorts with GRIPPERS —as millions of men do.



HER SIDE "After all," she says, "I'm the one who has to do the sewing when buttons come off his shorts! "And why should I—when Shorts with GRIPPERS end all *that* bother? I know they are good, for they're tested and approved by the American Institute of Laundering and are guaranteed by Good Housekeeping as advertised therein."



DON'T GRUMBLE— GET SHORTS WITH GRIPPERS



*The laundry-proof fasteners that end button bother.

FOR YOUR PROTECTION — Grippers should not be confused with ordinary fasteners. Be sure the fasteners on the shorts you buy are stamped plainly GRIPPERS. That means they have been tested and proved in actual use for three years. Grippers are available at all leading stores.

Guaranteed by Good Housekeeping as advertised therein

SCOVILL MANUFACTURING COMPANY WATERBURY, CONNECTICUT

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"JOHN HENRY, I WON'T GO—

unless you get some respectable looking shoes."

"Aw Mary, you know how I hate to break in new ones."

"You march right out and get some Stetsons. Stetson walks the first ten miles for you."

What the little woman means is — you walk in complete comfort with the very first step you take in Stetsons. She didn't mention that the best turned-out men select them for their smart, custom-made kind of styling — and the fact that they wear so long and so gracefully they're the thriftiest shoes to buy. Go see them, at your nearby Stetson dealer.

THE STETSON SHOE COMPANY, INC. SOUTH WEYMOUTH, MASS.

The extra time that Stetson leaves the uppers on the last means extra comfort, better fit and a shoe that keeps its shape right down to the last mile of wear.



Stetson The HUDSON

WALKS THE FIRST TEN MILES



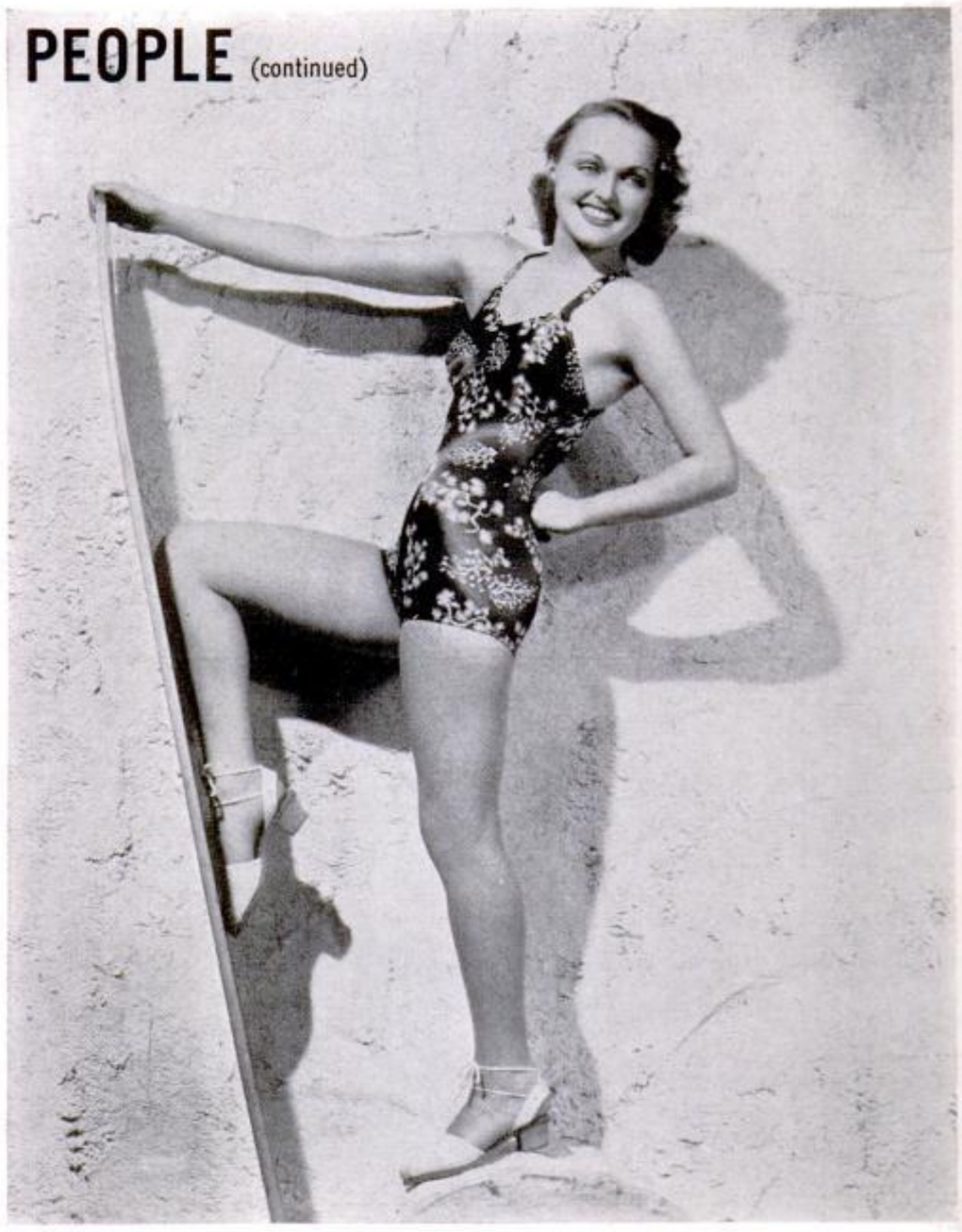
"Stick 'em up!"

And away goes your cash—a total, hopeless loss —unless you prudently changed it into American Express Travelers Cheques, the safe travel funds, *which are still yours even when you've lost them.*

Play safe when you travel on business or pleasure. Protect your travel money by carrying American Express Travelers Cheques, secure as your bank's strong box and easy and simple to use. Just sign each cheque when you buy them—sign again when you spend them. No identification required, accepted anywhere on the map, they are your own personal travel funds and *yours alone.* No one else can spend them—and when lost, destroyed or stolen—uncountersigned—they are refunded to you in full.

In denominations of $10, $20, $50 and $100. Cost 75c for each $100. *For sale at Banks everywhere.*

AMERICAN EXPRESS TRAVELERS CHEQUES



Dorothy Arnold announced on April 25 that marriage to Yankees' Joe DiMaggio was a good bet for fall. "I haven't a ring or anything," said she. "It's just understood." Joe and Dorothy first met two years ago. "We started going around together," she related, "and the first thing we knew—at least I knew—it was getting hotter."



Faith Bacon and her fawn walked out of a swank Manhattan apartment house at noon, April 23. Dressed in a chiffon veil and net snuggie, Miss Bacon explained she was bound for a rehearsal of her World's Fair specialty, *L'Après-midi d'un faune.* Arrested, she admitted crowds were probably staring at her rather than the fawn.

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George VI, by the Grace of God, of Great Britain, Ireland and the British Dominions beyond the Seas, King, Defender of the Faith, Emperor of India, prepared for his American tour by trying on uniform of Colonel-in-Chief of the Queen's Own Cameron Highlanders. He may wear it in Canada reviewing the Canadian Highlanders.

SPEED KING EYSTON

fastest human on wheels pilots his "Thunderbolt" to a record of 357.5 miles per hour



"At 357 miles an hour, imagine what a **headache**—jumpy **nerves** could do to me!

"I take **Bromo-Seltzer.** It eases headaches **fast**, also steadies my **nerves**."

Captain George E. T. Eyston
Holder of the World's Speed Record for automobiles makes his terrific runs in order to test motors and equipment. He says: "It's a test not only of the machine, but of the driver. When I get a headache, Bromo-Seltzer is always my stand-by. It relieves a headache—leaves me refreshed, more alert!"

HEADACHE strains your NERVES



Symphony Conductor
Antonia Brico, conducts the Brico Symphony—needs a clear head, calm nerves. She says: "I take Bromo-Seltzer. It's so quick—so refreshing!"

With a headache, your nervous system is often disturbed. Headache is best treated with a remedy made to do at least 2 things . . . ease *pain*—steady your *nerves*. Bromo-Seltzer does both. Tests by a group of doctors proved this.

Take Bromo-Seltzer next time your head aches.* The pain is relieved — you feel steadier, more alert. Keep Bromo-Seltzer at home. At drugstores—soda fountains.

**For frequent or persistent headaches, see a doctor. For ordinary headache, take Bromo-Seltzer.*



When ***Headache*** *comes, think of your* ***Nerves*** *—take*

BROMO-SELTZER

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Life goes to Jane Withers' Birthday Party

"Not so hard," shrieks Mary McCarty to Johnny Pirrone

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Climacteric of every child star's life is the year he outgrows roles that made him famous and puts on the doubtful tunic of adolescence. For Jackie Coogan the end of childhood was the end of his career. Eighth-ranking star (adults included) in Hollywood's blanket rating of box-office popularity today is noisy, precocious Jane Withers. The utter antithesis of ladylike Shirley Temple, Miss Withers earns her $2,500 a week by racing across the screen with a kind of breathless, roistering *joie de vivre*. On April 12 she was 13 years old. The following Saturday, to celebrate the occasion, she gave a big evening party—her first—to 60 movie children at her Westwood home.

Since Jane Withers' screen characterizations are not essentially pure juvenile (she may well grow up into a robustious Carole Lombard or Martha Raye) there was no reason for her to fear the advent of teens. Her party was as hilarious as Jane Withers could make it. Her entertainment was very sophisticated. A fortuneteller predicted that the year 1940 would bring Miss Withers a new box-office smash and a romance, that 1956 would find her a successful writer or musician.



A musical birthday cake disappointed guests by refusing to play *Happy Birthday to You*. Beside Jane sits George Ernest, 17, who plays the boy friend in her new picture, *Boy Friend*.



Hostess Withers and Foster Grundy, 15, won the waltz contest. Jane hospitably relinquished her prize to runner-up Bonita Granville, 16. Most of the evening's music was volcanic swing.



A Lilliputian jam session featured Kenneth Brown, 7, and Billy ("Bull Fiddle Bill") Lenhart, 5. Each guest wore a costume representing his ultimate ambition—outside the movies. In background are: Tommy Kelly, 13, as baseball player; Freddie Bartholomew, 15, as battered footballer; Gene Reynolds, 14, as convict; "Alfalfa" Switzer, 10, as cowboy.

CONTINUED ON NEXT PAGE

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● You're missing something very important if you overlook Gordon's advantage of Liqueur Quality and High Proof, 94.4. For, that advantage means velvety smoothness. It means richer flavor. It means drinks that never taste thin! So, ask for Gordon's—next time you order gin by the bottle or the drink!

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Carl ("Alfalfa") Switzer of *Our Gang* shows scratched hand to Barbara Sharpe, former stand-in for Jane. The dinner menu: creamed chicken, peas, aspic, ice cream.

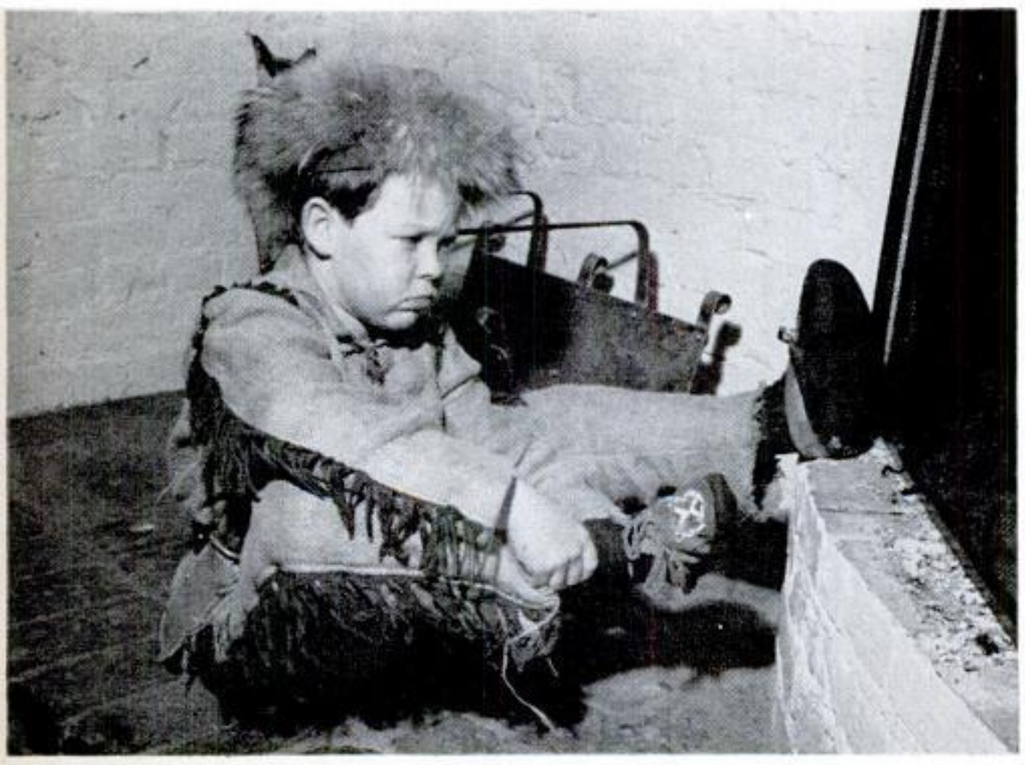


Freddie Bartholomew, who won prize for funniest costume, inhales for 15-year-old Marcia Mae Jones's stethoscope. Jockey is Jackie Searl, 16; convict, Gene Reynolds.

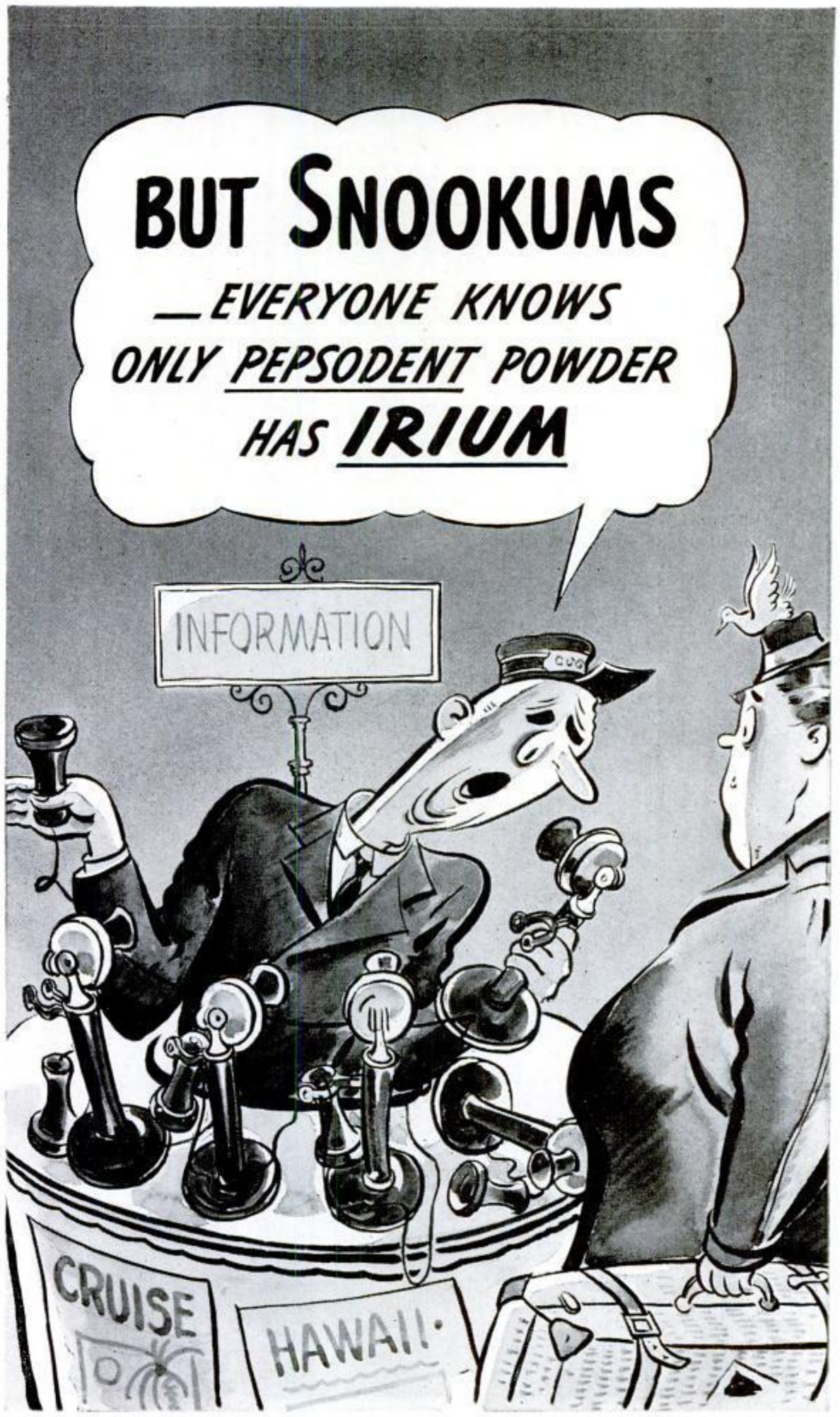
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Bonita Granville, as a very pretty old maid, does a little peckin' for jitterbug contest. She and Jackie Morrow lost out to Betty Jean Hainey and Johnny Pirrone.



Bobs Watson, 5, wet his feet in the evening dew, spent a half hour alone in front of fireplace warding off cold. His Daniel Boone costume won prize as most original.



IRIUM, the Costlier Ingredient, Puts a PLUS IN PEPSODENT TOOTH POWDER!

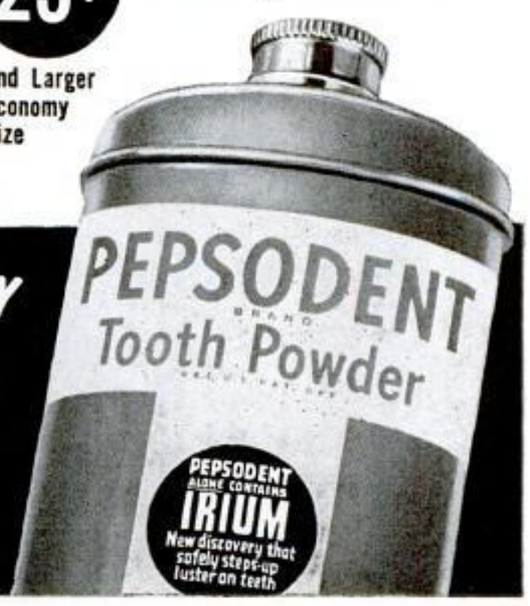
● From coast to coast, America clamors for more Pepsodent Tooth Powder . . . as sales go zooming well over the 35 million mark!

Why this landslide to Pepsodent Powder? Because never before has there been *so costly, so effective* a cleansing agent as IRIUM in any tooth powder!

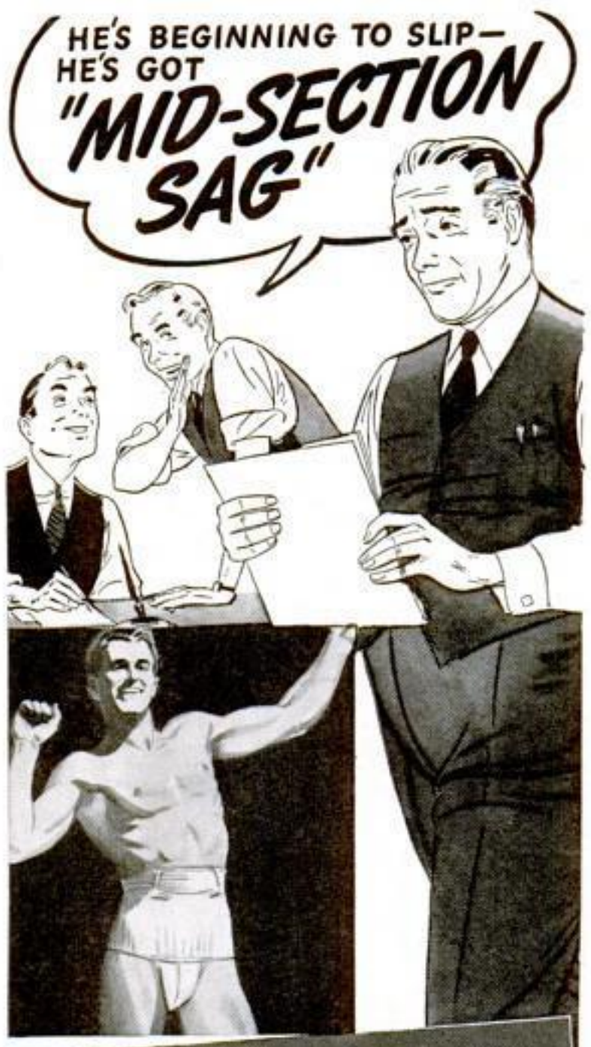
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START TODAY THE IRIUM WAY
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DO SAGGING stomach muscles—a bulging waistline—spoil your appearance and make you look old? Does an aching back steal your pep—make you uncomfortable, nervous and irritable? Then you've got "Mid-Section Sag!"

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So don't let "Mid-Section Sag" make you a "has been." Stay young—full of pep and ambition. Brace up with The Bracer! At department, drug, haberdashery and sporting goods stores.

THE *Bracer*

If your dealer cannot supply you with The Bracer, simply fill out and mail this coupon with a check or money order. Price $2.00 (Canada $2.75).

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PICTURES TO THE EDITORS

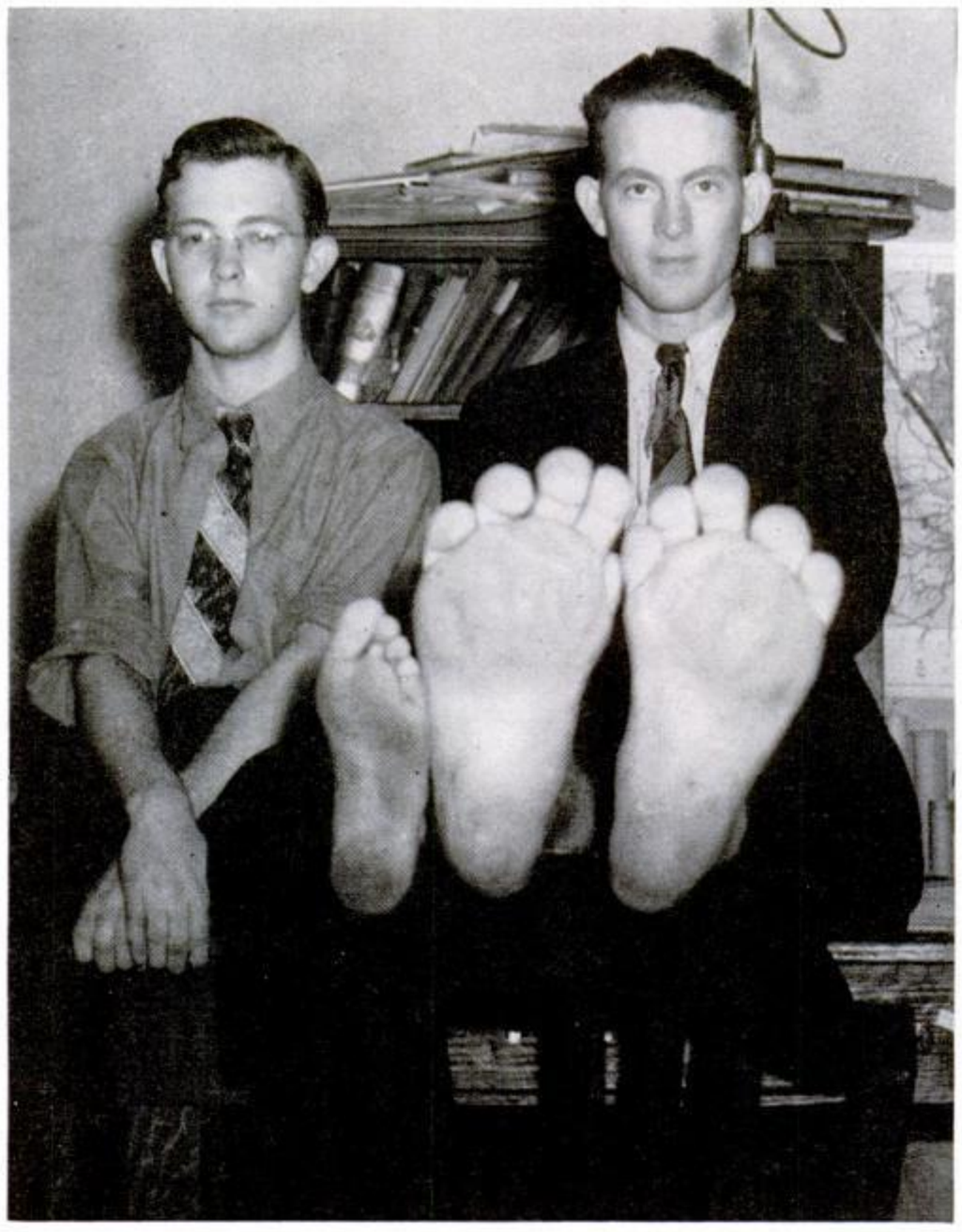
BIGGEST FEET

Sirs:

Here is a young man who claims to be the world's biggest Flat-Foot Floogie. Where do you think he is from? Well, I hate to admit it because Arkansas is also my home State, but he is from the little town of Snowball, Searcy County, Ark. His name is Buster Scott; he is 26 years old; wears a size 42 shoe, as near as anybody can figure, and his feet "just growed" that way. He was dragging his big feet toward the Golden Gate Exposition, via the hitchhike route, when he passed through here. Buster's feet are 16 in. long and 8 in. wide across the toe joints. His middle toe has a circumference of 5½ in. Aside from his titanic tootsies, Buster is a personable young man, only 6 ft., 3 in. tall and weighing only 170 lb. He handles his feet easily and naturally. His shoes are made by Taylor Campbell, a blacksmith at Snowball. He wears no socks. The picture shows him with Roby Heard, the reporter with the biggest feet in the office; the smaller of the three feet is Roby's.

LEO D. MARTIN

Shreveport *Times*
Shreveport, La.



SNOW IN VENICE

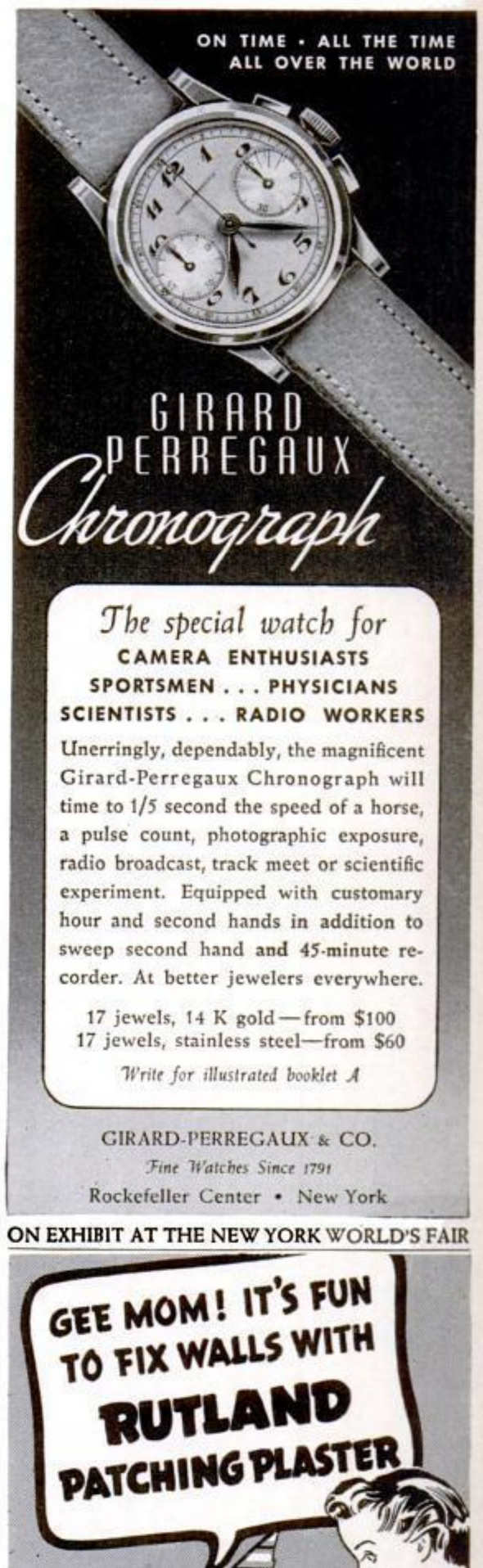
Sirs:

I took this picture in Venice during an extraordinary snowstorm during the last week in March. The flakes were as large as half dollars. I was told by old Venetians that it was an extremely rare sight in that city.

DOUGLAS CHANDLER

Korcula, Yugoslavia







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CHARACTER IN CIGARETS

Sirs:

Your Dr. Holz (LIFE, March 27) tells character from handwriting. Here is a series of pictures posed under the direction of Dr. William Neutra, another eminent Austrian psychoanalyst who was formerly on the faculty of the University of Vienna and is now an expatriate in Los Angeles.

Dr. Neutra has cataloged hundreds of reflexes and movements which to him are accurate indexes of character—the way a man walks, sits, moves his hands, etc. These pictures show how much can be told from as simple a thing as the way a man holds a cigaret.

What about a woman? Well, all her other muscular manifestations may be just as revealing but she is generally too conscious of her appearance when she holds a cigaret. Her posture is more often than not affected and not natural.

PETER O. HELMERS

Los Angeles, Calif.



"Gay, modest, good-natured, serious, this man thinks it over first, then makes up his mind . . . inclined to be stingy."



"Bored by trivia of society and conversations, might be influenced by bad companions . . . asks, 'What's in it for me?' "



"Aloof, intellectual, meticulous is the man who holds his cigaret this way. He is at all times just and thorough."



"Likely to have hobbies is this fellow. He takes great pains with trifles . . . not very sure of himself . . . is thrifty."



"Hard to deal with, he has fighting nature . . . self-conscious, whether he admits it or not . . . a pointed speaker."



"An intellectual, always searching for details. He likes to plot . . . may seem obstinate but you can change his mind."



"A hail fellow . . . likes to live high . . . does favors to satisfy his big-shot complex . . . knows what he's talking about."



"Affected, generally not companionable . . . likes to hear himself talk . . . apt to be lazy and inclined to depressions."



LONG SHOT WITH WOOD—1793

TODAY—THE COOL AND CANNY PLAY IN SALYNA CLOTH



Men who prize fashion plus comfort will go great guns for this active ensemble. Shirt is sheer. Slacks are a heavier weight and crush-resistant. Both are Salyna cloth of luxurious spun rayon and cotton—and perfectly washable. Shirt with free swing yoke and long sleeves ($4); with short sleeves ($3.50). Slacks with Talon fly ($7). Matching collarless coat ($12.50). Colors: blue, leather, linen, deep green, light green. At quality stores or write David D. Doniger & Co., Fifth Ave., N. Y. C.

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There are two kinds of Don Q:
WHITE LABEL *for cocktails*
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DO AS BARBERS DO ...USE COLGATE LATHER"



2 OUT OF 3 BARBERS USE COLGATE LATHER... THE FAST FRIENDLY SHAVE!

Signed Joseph Malfa

Head Barber, Hotel Roosevelt, New York City.

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because you don't have to prepare your beard before using Colgate Rapid-Shave Cream.

2. SMOOTH

because its rich, small-bubble lather melts the beard soft at the base, so your razor cuts clean.

3. ECONOMICAL

You can get 200 clean, friendly shaves in every 40c tube of Colgate Rapid-Shave Cream.

BARBERS KNOW from long experience that lather gives a smooth, easy shave, because it wilts whiskers soft and fast. And 2 out of 3 barbers use Colgate lather. For shaving at home, use Colgate Rapid-Shave Cream. It whisks up into rich moist creamy lather . . . loosens the film of oil on each hair of your beard . . . soaks it soft and limp, easy to cut off smooth and clean. Buy Colgate Rapid-Shave Cream today. Large size 25c. Giant size holding twice as much, only 40c. You can get 200 clean, friendly shaves in every 40c tube.

COLGATE

RAPID-SHAVE CREAM

PICTURES TO THE EDITORS

(continued)

5-YEAR-OLD

Sirs:

These pictures of 5-year-old Skippy Huber, wonder-child swimmer, were taken under 10 ft. of water at the El Mirador Pool, Palm Springs, by his swimming coach, Lyle Draves. Skippy appeared in an exhibition.

AGNES HUBER

Los Angeles, Calif.







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Conspiracy in PORTUGAL

"A Portuguese friend," reads a letter from an American acquaintance, "owns one of the vineyards from which come some of Portugal's proudest ports. We had returned to the villa from the grape harvest one day, when what should make its appearance but a bottle of Canadian Club.

"My friend smiled and remarked, 'This is a secret between you and me. This Canadian Club has a smoothness that compares with the smoothness of my vintage ports. After all, your country imports my wines—why shouldn't I enjoy one of the greatest of your imported delicacies?' "

Why so many Americans have changed to this Imported Whisky . . .

In 87 countries Canadian Club is a favorite. In London itself and throughout the British Isles it is the **leading imported whisky.** No other whisky has won such acclaim.

But of more interest to you is this fact: many *Americans* who formerly preferred Scotch, bourbon, or rye have changed to Canadian Club. Today, twice as many *Americans* now drink Canadian Club at home and at the bar as did only two years ago! **Try Canadian Club yourself,** try it, as many others have, in a "show-me" mood. Experience its distinctive mellowness, rich in flavor yet light in body. You'll see why we can say that **there is only one Canadian Club** . . . only one rare, imported whisky with this unique, appealing taste all its own. Start to enjoy Canadian Club today.

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"Canadian Club"

6 YEARS OLD



Stay with Canadian Club! In Manhattan or Old-Fashioned before dinner, or a highball or two after. Canadian Club Blended Canadian Whisky. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

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Delicious and
Refreshing

Thirst asks nothing more



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